



ASSOCIATED
STUDENTS OF
UC DAVIS

ASUCD

Social Media Guidelines

For ASUCD Units, Committees, Other Bodies



ASUCD Social Media Guidelines

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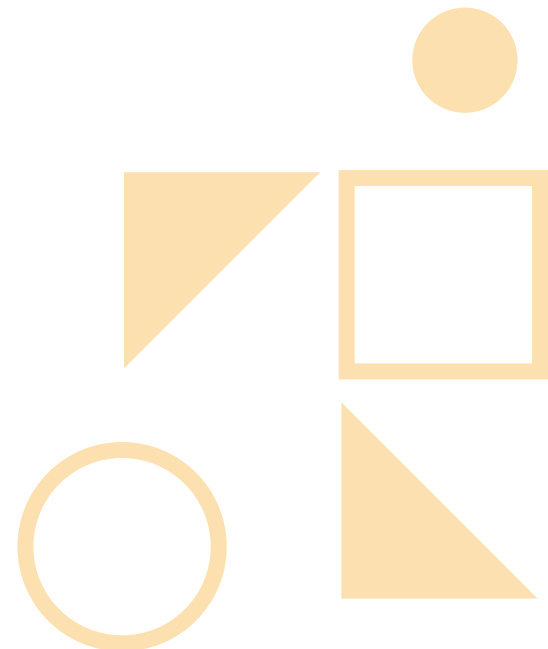
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Introduction

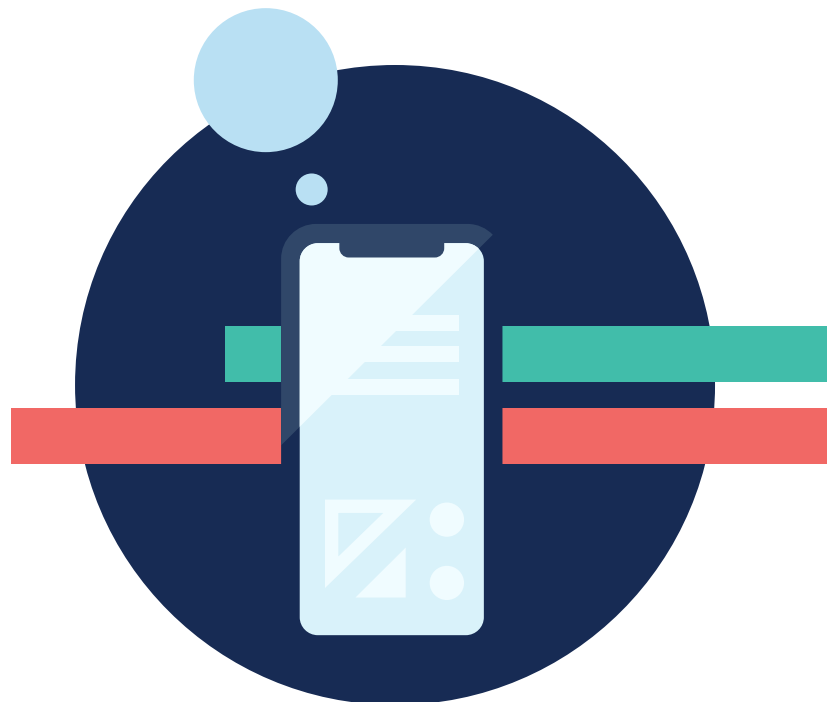
ASUCD understands that social media plays a vital role in interacting with students and attracting an audience for your unit. Digital Marketing and Communications have become such an important part of the way we market ourselves and our organizations. In addition, it helps with promoting events, sharing news, creating relationships with students, and staying connected with the community. We want our students to feel they are still connected to UC Davis, therefore, we highly encourage you to use social media to connect with the UC Davis community at large in order to foster a place for vibrant and thoughtful engagement! This handbook will cover all things, A-Z, about social media.



Our Social Media Strategy

ASUCD believes that social media can be a powerful tool to connect with the community, if used effectively. There are four components of our social media strategy that bring together our purpose.

- 1) We listen to our students and community.
- 2) We engage with intention.
- 3) We strive to increase ASUCD brand awareness.
- 4) We work to enhance student life, digitally and virtually.



Social Media Policy

Social Media Account Designation

An ASUCD campus group that wants to either start a new social media account or maintain an existing one relating to ASUCD must make a written email request to the Creative Media Marketing Director at marketing@creativemedia.ucdavis.edu.

We will meet and set up the channel together. We require that you use your unit/commission/committee ASUCD email when you create a social media channel and share your email and password with ASUCD Creative Media.

The reason we ask for this is because, in recent years, we have come across many problems with inactive accounts and lost passwords. Upon graduating from UC Davis, many students forget to pass down passwords and other account information. Thus, when the new leadership takes over, they do not have the information to take over the account. These groups come to Creative Media hoping we can resolve this issue. However, many times Creative Media also has no archive of accounts, which poses two problems for us:

- a) Now there is an empty ASUCD account on the web, with no idea of how to get into it.
- b) We're stuck because we don't want to create two accounts for the same organization, which can be confusing for students.

Therefore, we ask you to give this information to Creative Media, so we can create a database of all usernames and passwords for social media accounts in case of problems in the future. This is our way to prevent inactive accounts and be able to address problems you may face more quickly.

Note: Creative Media will not be posting content on your Social Media Channels, nor will be tracking analytics, or engaging with your followers. However, Creative Media is always available for FREE Marketing and Social Media consulting services if you need assistance in curating content and/or starting digital or print campaigns.

Criteria For Becoming an Official ASUCD Account

- ASUCD Creative Media must have some type of access to the account (ownership, page admin, passwords/usernames) in case of inactive accounts, double accounts, and any other potential problems that may arise.
- The organization starting the social media account must agree to be responsible for:
 - Managing the content of the social media account regularly and engaging with followers
 - Removing content that may violate ASUCD/UC Davis policies
 - Monitor the account at least 3-5 times a week, depending on the volume of traffic it receives
- ASUCD social media accounts must also comply with the ASUCD brand guidelines in order to adhere to the cohesiveness of the organization. The use of branding, logos, and designs should be approved by ASUCD Creative Media. If you have any questions about what this might entail and if your content follows/does not follow this requirement, please email marketing@creativemedia.ucdavis.edu and we will be happy to walk you through it!
- Facebook Pages must have the Creative Media profile as a listed admin in case of account problems.
- Any changes to the account must be promptly communicated to ASUCD Creative Media (such as username changes, password changes, etc.)



Ready to Start a Channel?

If you are an on campus unit, commission, or committee, and would like to create a social media account on a specific channel, consider the following:

1) What are your goals and what do you plan to achieve using this social media channel?

- a. To inform, share information, gain feedback, engage with your audience, etc.?

2) Who is the target audience and how do you plan on reaching and informing them?

3) Do you have the resources to create content on a weekly basis?

- a. Maintaining relevance and impressions requires posting consistently on each channel.
- b. We recommend posting 1-3 times a week to maintain a consistent and active online presence.
- c. If your posting is seasonal, partner with other established channels for collaboration and takeovers.
- d. Time and resources must be dedicated to creating quality photography, video, and landing pages (or sourcing those things ahead of time).

4) Will you use social media analytics to measure your success?

- a. Analytics help identify what specific content is engaging or not working and the value of social media for your organization.
- b. Review the goals you set for your channel in the first place and see if it constitutes utilizing analytics.
 - i. For example, if your goal is awareness, you may prioritize reach numbers over engagement.

5) We highly recommend converting your account to a business profile.

- a. Why?
 - i. Analytics
 - Instagram business accounts give you the ability to track how many impressions, reach, profile views, and website clicks your account has received over the past week.
 - You can also see who is viewing your posts and how many followers you have lost or gained in the past week.

- You can also see who is viewing your posts and how many followers you have lost or gained in the past week.
- This will help you understand which posts are doing well, which posts are doing badly, and this will help you alter your social media strategy to better connect with your followers.
- ii. Call-to-action Buttons
 - These are the “Email” and “Call” buttons that you see at the top of business profiles. They give account viewers direct access to an email or phone number that you provide from the Instagram app.
 - If you want to lead your followers to a specific place where they can find more information, this would be how to do it!
 - You can choose not to utilize these if you don’t want to.
- b. How do I convert my profile into a business profile?
 - i. Go to your profile and tap the settings icon. Make sure your profile is set to Public.
 - ii. Tap Account > Switch to Business Account.
 - iii. Choose a category.
 - Ex: @asucdoofficial has Nonprofit Organization
 - iv. Include an email that anyone viewing your page could access to contact you.
 - Ex: director@ec.ucdavis.edu
 - v. Select the Facebook Page you’d like to associate with your Business Profile on Instagram with.
 - vi. On the Set Up Your Business Profile page, review your business’s contact information, make any changes, and tap Done.

6) Remember to use your unit/ASUCD-affiliated email!

- a. It is important to stay consistent with using emails that can be passed down after students are no longer affiliated with the organization. This way, it’ll be easier to manage accounts.

How Do I Know Which Social Media Channel Is Best For Me?



Facebook

Facebook is one of the world's largest social networks. It is a free service that allows all of its users to share news, information, videos, photos, etc. with each other. Many organizations may use Facebook by creating a page and having users "like" their page to stay up to date on everything their organization is up to. It's a great space because it encourages networking and also creates a sense of an online community.

Tips for Navigating Facebook

- Include ASUCD in the name of your account. This way, there will be a cohesive brand name across all ASUCD affiliated organizations, and it will be easier to find for students.
- Please make sure to use the official ASUCD logos for your organization. Pages with no image look inauthentic or neglected.
- Make sure your contact information is always current.
- Keep your password private for security purposes.
- Know why you're on Facebook. Think about your purpose. Make sure it is goal-driven, authentic, and genuine.
- Think first, then post. Please never post anything that might be harmful to the ASUCD brand, would cause harm or embarrassment, or would defame, insult, injure or violate someone's rights. A post should not include lewd or derogatory content or encourage illegal activity.
- Don't post confidential information. Posts should not include medical, educational, financial or other personal information.

Facebook Features

- Facebook Story
 - Facebook Stories will mainly be the same as Instagram Stories
 - Utilize the feature that allows you to share your Instagram story to your Facebook story
 - By posting on both your Facebook and Instagram Story, you can boost your audience and exposure
- Facebook Posts
 - Facebook Posts are used when making more formal or longer announcements
 - If you have an update or announcement that requires more details/ information to be passed on, you should share this via Facebook post
 - Additionally, if you have a link to share, it is easiest to access via Facebook
- Facebook Events
 - Create a Facebook Event, of course, when you have an event.
 - Event Cover:
 - If your event cover is made by Creative Media, you are good to go
 - If your event cover is NOT made by Creative Media, you need to keep in mind the following:
 - Dimensions: 1920 x 1080 Pixels
 - For colors, fonts, and logo usage, you should be in accordance with the **ASUCD Brand Personality**
 - Make ASUCD Official a Co-Host!
 - This will allow us to send invites to the event and to share the event, widening the audience and engagement
 - If you are collaborating with another unit, committee, commission, or organization, then make them a co-host as well!



Instagram

Probably the most popular social media network today, Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms.

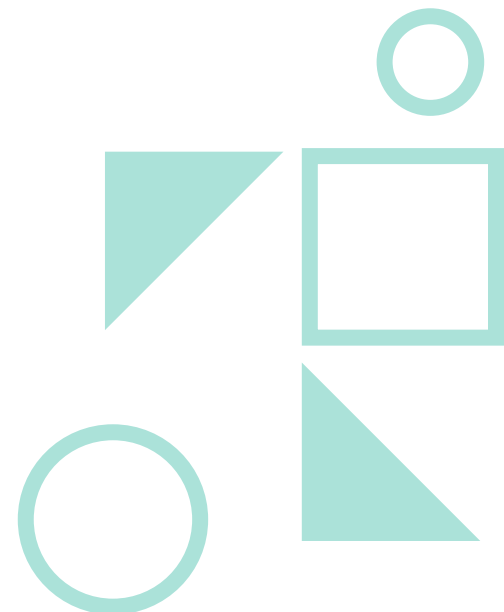
Tips for Navigating Instagram

- Be thoughtful and select the username for your account. Remember it will be the name of your account, so it will be seen everywhere. (comments, posts, stories, etc)
- The real name you choose for your account is the full name you want displayed in your profile page and used to identify your group to followers. Keep in mind when selecting your real name that it should contain one or more words that logically would be used by people searching for your group's profile.
- Always post content that is visually interesting and pictures that are of high quality and bright.
- Read tips under "Facebook" for more information.

Instagram Features

- Instagram Story
 - Instagram Stories are used to share posts onto your account, make brief announcements, and interact with your followers
 - IG Stories have a lot of neat features that include: Polls, Questions, Quizzes, Countdowns, etc.
 - This is a great way to interact with your followers, get feedback, and boost morale!
 - Instagram Stories also come with the ability to draw and add fun fonts and gifs. Make your stories eye-catching and creative!!

- Instagram Posts
 - Instagram Posts should be used when you have a short-medium sized announcement/update, when you have a photo to share, or if you have an event to share.
 - Photos posted should be high quality and properly edited, this will draw more engagement.
 - To make your Instagram Profile more eye-catching and cohesive, try to refrain from posting a lot of graphics/flyers.
 - If you have graphics to post, then find a photo relevant to the announcement and use that as the cover photo.





Twitter

Twitter is a free social media network designed to quickly disseminate and collect information through posts. Many students get information quickly in this network, unlike Facebook and Instagram. Twitter is almost seen as “real-time” messages. It is great for when you have information you need to get out fast.

Tips for Navigating Twitter

- Choose your username and real name on Twitter carefully and try to include ASUCD in the name.
- Upload a profile photo and write a short bio on the right side of your account. This bio should highlight what your organization does.
- Please consult the tips for Facebook, as they apply here as well.

Twitter Features

- Tweets
 - Tweets should be short and sweet – under 240 characters.
 - Utilizing hashtags such as #ucdavis can help spread awareness and gain attention
 - Tweet short, quick announcements, tips, thoughts, or memes about your unit.
- Retweets
 - Retweet information and tweets relevant to your unit’s focus or interests
 - Retweet campus information or announcements
 - Be a pal and retweet announcements from other units!



LinkedIn

LinkedIn is a free social networking platform for professionals to find members in their professional communities.

With a LinkedIn profile, you can connect with former classmates, browse job listings by locations and job fields, and contact colleagues in your field to widen and deepen your professional network. Many units within ASUCD are currently active on LinkedIn. You can create a University Page in order for your members to add your organization as a part of their work or volunteer experience on their personal profiles. This will help establish credibility for your organization and give your members something to put on their resume.

Tips for Navigating LinkedIn

- Post content frequently! This is very important.
- Post content that is relevant to career outcomes since LinkedIn is used as a career networking site.
- Read the tips under "Facebook" for more information on how to – and not to – use LinkedIn.

LinkedIn Features

- LinkedIn Posts
 - Posts are LinkedIn's basic status update – they are limited to 1300 characters.
 - Posts can be about professional expertise, experiences, quick tips, updates, job posting, idea, or achievement.
 - You can use posts to share articles that pertain to your unit's focus or interests.
- LinkedIn Articles
 - Articles are longer, more in depth professional posts in LinkedIn's platform.
 - Articles are more like blog posts so these can be tips along with reasonings, employee stories, "what I learned" posts, or in depth thoughts.
 - Keep articles around three paragraphs or 700-900 words.

Social Media Copy

Embracing Your Unit's Personality

- Each unit has its own voice that is made up of their personality traits.
- What is your unit's voice?
 - Click here to view [ASUCD's Brand Personality](#)

Know Your Audience

- Each social media post should begin with the question: "Who is my audience?" Campaigns or posts may target specific groups of people, but our audience is essentially the general public. Therefore, content should not be too niche in interest, but rather, accessible, relevant, and inclusive.
- Look at who is engaged with your channel(s) and focus on commonalities that unite your audience. Build a persona based on insights/data and think about brand-compatible traits your messaging can speak to.
- Additional Audience Guidelines to Keep in Mind
 - News and information should speak to a broad audience with accessible language and adequate context & framing. Avoid jargon, acronyms, or dependence on insider knowledge.
 - Amplify programs for public use and participation open to everyone.
 - Visual quality! It's important. Every post/tweet should include an engaging element: photos, video, GIF, etc. For link share posts, work with Aggie Studios to make sure thumbnails are showing up, and that photos being posted are of high quality.

Transparency is Key

- Write copy that is true to your unit and ASUCD's brand.
- Remember to fact-check and quote where appropriate.
- Writing clear copy for your audience will prevent inaccurate interpretations of your copy.

Privacy

- Refrain from posting personal contact information (e.g., cell phone numbers, home addresses, personal emails, etc.).
- Reminder: Anything you post on social media is public and can live on forever.
- Writing clear copy for your audience will prevent inaccurate interpretations of your copy.

Be Professional

- When managing a business/company page affiliated with ASUCD, you are speaking for the University.
- Absolutely no slurs, insults, profanity, etc. in social media copy.
- Triple-check your spelling and grammar before posting.

Stay on Topic

- Create appropriate and easy-to-remember hashtags for event-centered content.
- Ensure that your content and social media actions are meaningful and will add value to people's timelines.

Identity

- It's important that the appearance of all ASUCD affiliated social media channels are congruent because it will make accounts easier to find.
- Review the rest of the Brand Guidelines for more about ASUCD's identity.
- The following should be the same for all social media accounts:
 - Profile Pictures – Please use your official ASUCD unit icon.
 - Banner Photo
 - About/Bio
 - Username (i.e., @asucdoofficial)

Social Media Tips and Tricks

- **Make Time for Your Social Media:** An important thing to consider is whether you have the resources to continue being active on social media. Your followers follow you for a reason, so post at least 1-3 times per week on all social media accounts, ideally 3 times at least. Stay committed and continue coming up with new content.
- **Stick to the Plan:** Always know how the post relates to your organization's goals and values and make sure it is appropriate.
- **Know Your Audience:** Who is your audience? Do some research and really understand who your target follower is. What type of content do they want to see? What channels are they most active on?
- **Listen:** Always know your intention behind posting. What are your followers getting out of this post? Make it interesting, information, or resourceful.
- **Call to Action:** Clearly state what you want your audience to do. Offer them a chance to click for more details or photos or to RSVP for an event. Make getting more information and taking action as easy as possible.



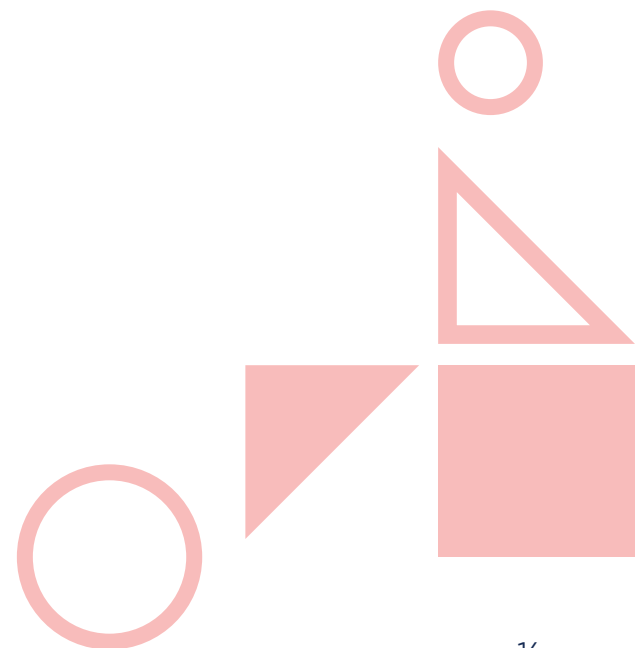
Visual Content

Stories on Facebook & Instagram

Stories are a great way to quickly spread information and advertise your unit or your unit's event.

Images

- Before selecting an image, ensure that...
 - It is of high quality.
 - Relevant to the purpose behind your post.
 - Appropriate for all audiences.
 - You have permission to post the image.
 - If your unit did not directly take the photo, make sure you have the photographer's permission to post.
 - Stock photos are a great resource for high-quality images that are free for all to use.
- The image is properly edited.
 - Not too overexposed or too dark
 - Colors are attractive to the eye, but not overly saturated
 - For editing, you can utilize free apps such as:
 - Lightroom
 - VSCO



Videos

- Reminder: Social media platforms have technology that will remove your content if it contains copyrighted music. Avoid this by using royalty-free music in videos.
 - Instagram
 - Time Limit = 1 minute
 - However, you can utilize their "select multiple" option and add on additional clips.
 - Twitter
 - Time Limit = 2 minutes, 20 seconds
 - For longer videos, provide a YouTube, Vimeo, etc. link.
 - Facebook
 - Time Limit = 120 minutes



Copyright and Fair Use

Users of social media should be conscientious about the content they post and share in these mediums to avoid infringing upon a copyright owner's intellectual property rights. Pursuant to the Title 17 of the United States Code (the "U.S. Copyright Act"), a copyright owner has the exclusive right to do and authorize the reproduction of copyrighted work; reproduce copyrighted work in copies or phonorecords; and to prepare derivative works based upon the copyrighted work. Further, a copyright owner has the exclusive right to do and authorize the performance of the copyrighted work publicly with respect to literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works; to display the copyrighted work publicly with respect to literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work; and to perform the copyrighted work publicly by means of a digital audio transmission with respect to sound recordings. See Title 17 U.S.C. § 106.

Who Owns Copyright

The universe of possible copyright owners is too expansive and varied to list. However, common examples include Authors, Publishers, Photographers, Composers, Musicians, Choreographers, Videographers, Painters, Sculptors, Programmers, and Actors.

What Constitutes Fair Use

The "Fair Use Doctrine" is a limitation on exclusive rights of copyright owners pursuant to the U.S. Copyright Act. The doctrine is the progeny of numerous court decisions and is codified in Section 107 of the Copyright Act. Section 107 of the U.S. Copyright Act states: Notwithstanding the provisions of sections 106 and 106A, the fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include:

(1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; (2) the nature of the copyrighted work; (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and (4) the effect of the use upon the potential market for or value of the copyrighted work. Section 7 of the U.S. Copyright Act is a reflection of the difficulty in formulating an exact definition of “fair use”. The factors are a set of criteria used by Courts to balance the equities of particular circumstances of the use to gauge whether the Fair Use Doctrine applies (i.e. whether the particular use falls with the paradigm of fair use or constitutes copyright infringement). Determining whether a use is “fair use” may be difficult and Social Media users obtain written permission from the copyright owner to use copyrighted material when they are unsure that the use would constitute fair use. More information about what constitutes fair use may be obtained on the United States Copyright Office website located at www.copyright.gov/fls/fl102.html

Implications of Posting Content on Social Media Channels

When you post content to social media sites such as Facebook, Twitter, LinkedIn, YouTube or Instagram, under the terms of their respective service agreements, you are automatically granting them a license – commonly known as an intellectual property (or IP) license – to use this content. Although the specific language of these agreements varies from platform to platform, IP licenses are similar in that you typically are granting the sites permission to share your content all over the world without having to gain further approval from you and without having to pay you any royalties. Some platforms also reserve the right to change, commercialize, publicly perform, or display your posted materials without express permission or compensation. Also worth noting are the provisions that govern the license period. Some service agreements expressly state that you are granting them a perpetual IP license, while others indicate that your IP license ends when you delete your content or terminate your social media account, unless the content has been shared with others who have not deleted it. In both instances the net result is the same: The social media platform owns a license to use our posted content, for whatever purpose, in perpetuity.

Other Guidelines

Respect Intellectual Property Laws

- Being inspired by other organizations or companies is alright, but refrain from directly copying their copy, campaign, and content.
- Use stock photos/royalty-free content when applicable.

Endorsements

- Sponsors/Donations
 - If applicable, be sure to highlight your event/unit sponsor on social media.
- External Products
 - Products not involved with the ASUCD unit, not affiliated with a sponsorship deal and are external to UC Davis, should not be endorsed on ASUCD social media channels...
 - Ex: ✓ Advertising a new drink at the CoHo.
 - Ex: ✗ Consistently advertising for Dutch Bros when they have a new drink.
- UC Davis Organizations External of ASUCD
 - This is encouraged, as ASUCD connects the dots on campus, but ensure that the majority of your content and tweet sharing is aimed at furthering your organization and that of ASUCD's.

