

Schulich School of Medicine & Dentistry Social Media - Guidelines and Best Practices

Setting up your account

Consider which platform is right for you, the messages you are trying to share and the audience you are trying to reach – Twitter, Facebook, Instagram, Pinterest.

Define your goals for the social media account.

Contact the Communications and Marketing Team at Schulich Medicine & Dentistry. Please start with Jennifer Parraga, Director, Communications and Marketing (jennifer.parraga@schulich.uwo.ca, ext. 86415)

Set a strategy and plan ahead – having a calendar of planned posts will help you to maintain the activity on the account and keep your followers interested. This may also help you identify which platform is best suited to your needs (less frequently lends itself to Facebook, while multiple posts per day is better suited to Twitter).

Consider how much time you are willing to commit to the account. Will you be willing to monitor it 24/7? If not consider the value an official account can bring to you and your team.

Review the School's central account and determine if it can fill the need for you. Would a hashtag supporting messages through the School's central account support you and help you to meet your needs?

For official accounts – (using any version of the School/University name or logos) use official Western emails and keep login information on hand.

Share all login information and updates to your pass words with the Communications and Marketing Team at Schulich School of Medicine & Dentistry. All login and password information will be maintained by the team.

If you work with interns or work study students, please always update passwords regularly, and ensure new passwords are shared with the School's Communications and Marketing Team.

Naming Guidelines

The Schulich School of Medicine & Dentistry has adopted the naming guidelines of the University. Please see the naming guidelines document and the directions for changes.

Security

Once your account has been set up, all login information including passwords should be shared with the School's Communications and Marketing Team.

If you receive controversial posts or abusive messages, please report these immediately to the Communications and Marketing Team at Schulich Medicine & Dentistry.

Take negative conversations offline – direct message people, or ask them to email you. You can respond publicly with a message such as “Please check your DM’s”.

Overview for social strategy

Keep it simple, and make it social

Always respond quickly to any retweets, questions. Ideally no question should go unanswered for more than 24 hours.

Present regular calls to action which encourage participation, retweets and shares and gives the user the feel of community and ownership

Make it visual – post photos, videos, keep your photos fresh

Cross promote and support services, programs, departments across Western University. We can all help each other in reaching out to new audiences.

Consider including social media accounts in your email signature and on promotional materials.

Offer unique, relevant content and the opportunity to engage directly

Ensure the content is correct.

If you have an “official” account, ensure that your posts don’t conflict with policies and practices of the School and the University.

Use Schulich Medicine & Dentistry hashtag when possible: #SchulichAdvantage

Share your tweets, facebook posts, blog posts with the central communications team at Schulich Medicine & Dentistry. They can then share further and create greater impact for your messages.

If you have major announcements that you will post on social media, always advise the central communications team, so they can support the announcement.

Responsibility

With an official account, you are personally responsible for the content you publish on-line, whether in a blog, social media or any other type of user generated media.

Respect copyright, fair use and financial disclosure laws.

Don't provide Western's or another's confidential or other proprietary information and never discuss Western's business performance or that of partners

Don't cite or reference suppliers or partners without their approval

Don't publish anything that might allow inference to be drawn, which could embarrass or damage someone else.

Always be the first to correct your own mistakes

Don't use Schulich Medicine & Dentistry/Western logos or trademarks unless approved to do so. These should only be used for official accounts. When using the logo, please don't stretch or modify the logo.

Adhere to the code of conduct and other applicable policies.

Ensure you review and understand Western's social media guides for Facebook, Twitter and YouTube.

Facebook: http://communications.uwo.ca/comms/web_design/social_media/facebook.html

Twitter: http://communications.uwo.ca/comms/web_design/social_media/twitter.html

You Tube: http://communications.uwo.ca/comms/web_design/social_media/youtube.html