



THE UNIVERSITY OF THE WEST INDIES

Social Media Policy Guidelines

These guidelines have been produced to assist members of the University community and those using The University of the West Indies (UWI) ICT resources to access social media sites. These guidelines complement UWI's Social Media Policy and should be read and used in conjunction with it.

1. DEFINITIONS

Competent University Authority

The Marketing & Communications Office or any other person/body performing the function of monitoring and regulating UWI Social Media Sites as designated by the Campus Principal or his nominee on the relevant campus.

Copyright

The set of exclusive rights granted to the author or creator of an original work, including the right to copy, distribute and adapt the work. These rights can be licensed, transferred and/or assigned.

Publish/publication

Any work in whatever form made available to the public at large.

Social media

The set of online tools that supports social interaction between users.

Top level UWI Social Media Sites

Institutional social media sites which represent the entire campus (as opposed to singular UWI entities) and where the Marketing &

Communications Offices or another Competent University Authority serve as the main administrators of these social media sites.

UWI entity

Any Campus, School, Department, Institute, Unit, Section, Sub-Section, or other unit of teaching, research or administration of the UWI, including any project or programme in which any of them is involved. Bodies such as the Guild of Students, Student Associations, Alumni Association Chapters and entities owned by the UWI, for example, UWI Consulting, Inc. are also UWI entities.

UWI ICT resources/systems

Any Information and Communications assets including but not limited to hardware, software, networking and communications equipment, services and facilities and data and information which are owned, leased or loaned by the UWI or its agents irrespective of where these items may be located.

UWI Marks

The UWI name, the UWI Coat of Arms and all other words, logos, signs or marks whether registered or not, that belong to or are associated with UWI.

UWI Social Media Sites

These are official social media outputs by UWI entities acknowledged as representing the University by virtue of recognition by the Competent University Authority.

UWI staff member

A member of the academic, senior administrative, professional, and other non-academic staff, whether permanent or temporary and including staff on sabbatical as well as visiting scholars.

UWI student

A student whether part-time or full-time, registered in any UWI course or programme, or with any UWI entity/franchise.

2. GENERAL BEST PRACTICE

General Guidelines

These apply to all social media users within the University community.

- i. **Confidentiality** - Confidential information about students, staff and third parties affiliated with UWI, projects, research, or processes should not be posted without prior permission from the owner of that information. Where there is doubt, it is best to abstain from posting or seek further clarification.
- ii. **Security** - Use of social media in a manner that does not compromise the security of an individual or UWI. Avoid posting the home address, private telephone number or private email address of individuals (including yourself).
- iii. **Transparency** - Ensure that all material posted is true and accurate, while not compromising confidentiality. When uncertain, seek clarification or avoid posting the material altogether.
- iv. **Privacy** - Ensure that all material posted on UWI Social Media Sites receive the necessary approval. Remember that social media content is publicly accessible. All material posted should be appropriate for a public forum.
- v. **Respect others** - Make constructive comments. Be cordial in disagreements; avoid comments that may be inflammatory.
- vi. **Be aware of liability** - Ensure that all material posted can be disclosed publicly and does not violate copyright laws, is not defamatory, libelous, obscene, or generally inappropriate.
- vii. **Business solicitation** - Commercial solicitation from any external organization for example, advertising an event, service or product for profit or employment opportunity for profit is not permitted.
- viii. **Understand personal responsibility** - Protect your privacy. Ensure that you post material that you are comfortable having in the public domain.
- ix. **Correct mistakes** - Mistakes are a normal occurrence; acknowledge when mistakes occur and be up front and quick with the correction.

- x. **Respect your audience** - Do not post sensitive material or comments that may be construed as a bias towards or against an individual, group, or entity.

Guidelines for Staff

In addition to the General Guidelines (page 3), the following should also be considered by members of staff.

- i. **Seek approval** - Ensure prior permission is obtained before posting material that reflects a position of The University.
- ii. **Respect University time** - The use of social media for purposes not officially designated as University business should be minimized, or totally avoided, during regular work hours.
- iii. **Use of University Marks** - Use of the various UWI Marks should be guided by the Social Media Policy. Use of UWI Marks by UWI entities is subject to the direction of the Competent University Authority for Social Media (*Section 4 provides information on the Competent University Authority for Social Media*).

Guidelines for Students

In addition to the General Guidelines (page 3), the following should also be considered by students.

- i. Try to engage in meaningful discourse when using a social media platform designed specifically to promote The University.
- ii. Identify yourself but do not disclose personal details that could be used for illicit purposes. Remember to pay due regard to the content and potential audience and ensure that your conduct on social media platforms reflects positively on The University.
- iii. Seek approval to ensure permission is obtained before posting material that reflects a position of The University.
- iv. All material posted can be attributed to you, therefore, ensure that such content is accurate and does not constitute any violation of copyright or other applicable laws.

- v. All official student clubs, associations, organizations, Student Guild and Alumni Association Chapter pages must follow the guidelines contained within this document.
- vi. Use of the various UWI Marks should be guided by the Social Media Policy. Use of UWI Marks by UWI entities is subject to the direction of the Competent University Authority for Social Media (*Section 4 provides information on the Competent University Authority for Social Media*).

When representing UWI

In addition to the General Guidelines (page 3), the following should also be considered by all members of the University community when representing UWI and by all UWI entities (*A definition of UWI entity is found on page 2*).

- i. **UWI Social Media** - All UWI entities wishing to use social media sites to engage with stakeholders on behalf of UWI should first contact the Competent University Authority for Social Media (*Section 4 below*) in order to determine the best platform to use and also whether existing social media accounts can be used.
- ii. **Content** - Ensure the material posted is aligned to The University's vision, mission and core values. Keep content up to date by assigning a designated content manager, whose responsibility should include, among other things, checking whether content is dated and liaising with the Competent University Authority for Social Media to ensure compliance with the University's Social Media Policy.
- iii. **Understand personal responsibility** – UWI entities have a responsibility to ensure material posted in their personal capacity is clearly identified as such. It is easy to mistake a staff member's post as representing the position of UWI if that post is not explicit in declaring that it is a personal post.
- iv. **Political, religious, racial or other statements** - Remember UWI's non-biased stance and avoid postings which may be construed as being discriminatory against any political, religious or ethnic group, gender, sexual orientation and any others.

- v. **Be respectful** - Ensure that conduct on social media platforms conforms to other general acceptable standards as an employee and/or student, such as showing due courtesy and being mindful of other users.
- vi. **Materials** posted should be conveyed in a manner that is respectful of other users and should reflect positively on The University.
- vii. **Accuracy** - All material posted on behalf of The University should be thoroughly reviewed to ensure its truth and accurate representation of the facts. In addition, an editorial review, possibly of a sample of the material, should also be conducted by the Competent University Authority for Social Media.
- viii. **Be thoughtful** - Give due consideration to material before posting. If there are doubts, seek clarification.

Examples of relevant content:

UWI plans, strategies; major developments of significance to the UWI; major research wins; quality assessment outcomes; funding news; benefits of UWI research; summaries of recent news/media publicity; key staff profile features; individual and team - staff and student achievements and honours; coverage of events of UWI-wide significance (e.g. visiting lecturers, VIP visits); news in brief round-ups.

3. GETTING STARTED WITH SOCIAL MEDIA

The following guidelines are intended to help members of the University community wishing to establish and maintain a social media presence. It is strongly recommended that UWI entities and UWI members consult with the Competent University Authority prior to establishing any social media presence.

- **Establish your target audience** - Determine who your group, club or association is, who your audience is and what type of information your audience wants from you and what they expect. Come up with a basic profile of your most typical customer; this will help shape your choice of platform as well as how targeted your information will be.
- **List tangible goals** - Establish what you want to achieve by using social media. Can it be achieved using another channel? What are the benefits?
- **Find the right channel** - Ask if social media platforms are the best platforms possible for you to engage your audience. Remember that social media platforms require a conversational approach.
- **Dedicate the time** - Have a dedicated resource/person who can invest the necessary time to deal with queries or posts that may appear on your social media sites. Social media consumers expect interaction/engagement in a timely manner, so be prepared to provide information or a service within an appropriate timeframe.
- **Research** - Make sure all information you present is accurate; all your resources are capable of providing information that is current and easy to access.
- **Establish an attractive presence** - Have continuously dynamic content. Content should not be static or in one particular format (i.e.) only text based. Be prepared to produce variety (video, audio and photos). Pay attention to finding a good balance between too many and too few postings.

Treating with negative comments on social media platforms

- **Take note of the comment** - Thank the commenter for his/her feedback and offer redress for their complaint (if any is needed).
- **Don't delay** - Respond to a negative comment as soon as you can as the commenter may become increasingly irate the longer they have to wait. A slow response can damage your reputation.
- **Do not delete** - Unless the comment is abusive (i.e., racist, derogatory, pornographic or obscene), do not delete it. Deleting a negative, but otherwise not abusive comment may aggravate the commenter who may involve other parties in further negative comments/actions.
- **Do not take it personally** - Social media are public forums and your response is being judged, not only by the commenter, but also your followers. Distinguish if the comment is one clearly placed to incite an attack; if so, then you can choose to not respond.
- **Set the tone** - A pleasant positive response will encourage the commenter to tone down the aggression.

For any faculty or staff member, student group or alumni associations wishing to establish and maintain an official UWI Social Media Site, please contact the Competent University Authority for Social Media on your relevant campus for guidance.

4. THE COMPETENT UNIVERSITY AUTHORITY FOR SOCIAL MEDIA

The Competent University Authority for social media is the office authorized by the University to monitor and designate social media sites as official “UWI Social Media Sites”. These offices (listed below) should be contacted for advice and approval on matters related to starting and managing official UWI Social Media Sites.

Cave Hill Campus

Office of Student, Corporate and Alumni Relations

Tel.: (246) 417-4076

Fax: (246) 424-3320

Email: publicinformation@cavehill.uwi.edu

Open Campus

Marketing and Communications Department

Tel.: (876) 927-1201

Email: marketing@open.uwi.edu

Mona Campus

Marketing and Communications Office

Tel.: (876) 977-5941; (876) 977-7346; (876) 935-8348

Fax: (876) 977-6669

Email: marketing.communications@uwimona.edu.jm

St Augustine Campus

Marketing and Communications Office

Tel.: (868) 662-2002 ext. 82315, 82324

Fax: (868) 662-3858/645-6396

Email: marketing.communications@sta.uwi.edu

Vice Chancellery

University Marketing and Communications

Tel.: (868) 662-2002 ext. 82316, 84246

Fax: (868) 662-3858/645-6396

Email: marketing.communications@sta.uwi.edu

Editorial Authority

All UWI Social Media Sites must have a designated administrator who is responsible for the content of the site. The name and contact details for this person should be submitted to the relevant Competent University Authority, as part of the approval process.

Content for release to Top level UWI Social Media Sites should be sent to the Competent University Authority at the relevant campus to be reviewed and edited for style, flow, accuracy, punctuation and length, prior to posting online.

The Competent University Authority at the relevant campus may need to validate content for events and other news. If content cannot be confirmed within set timeframes, the material may be held for future online publication. Decisions regarding the inclusion of submitted materials on UWI Social Media Sites are at the discretion of the Competent University Authority at the relevant campus.

The Competent University Authority at the relevant campus reserves the right to remove comments and block persons from UWI Social Media Sites. This Office may request that users avoid certain subjects or withdraw certain posts from a UWI Social Media Site if these posts are deemed inappropriate. This Office may also report violations and/or seek guidance from external entities on any action considered to be in breach of University policies.