PURPOSE: NJCU maintains University-wide social media channels designed to serve a broad base of constituents. In addition to these main channels, individual departments may operate their own social media channels, which serve targeted or niche audiences. While each department oversees its own social media channel(s), all NJCU social media accounts have an impact on the University. In order to ensure that channels are being properly maintained in the event of staff turnover and so forth, a central database compiled by the Office of Communication, University Advancement, has been designed to ensure continuity within established channels. All departments with social media channels should provide the names of social media account administrators as well as their NJCU p

POLICY:

The Social Media Policy can be found in the NJCU Employee Handbook:
NJCU Employee Handbook

Every successful social media channel or campaign begins with spending time at the outset on a plan. When considering creation of an NJCU social media account, be sure you and your department can adequately address the following:

Do I have buy-in from my immediate supervisor? The department head?
What is the purpose of this channel (e.g., to create awareness, to provide important updates, to give insights into current research)?
What are your short- and long-

schedule has been set can not only cause a decrease in audience members, it can also compromise your credibility. At the very least, be sure to include a general phone number and/or email address so that audiences have a means of contacting your department.

Think about how the content might advance your department's initiatives and goals. Write in a manner that represents your department. Keep content up to date, and provide regular and timely value-added content that encourages feedback and interaction. When possible and appropriate, include visuals such as photos or videos, as this can increase engagement. Use a tone that is personable and informative, and provide audiences with helpful links, resources, and so forth. Ideally, link content from your social media accounts to NJCU web pages to drive traffic back to the University.   When sharing news or updates from your department, include a link to the University's news release, official announcement, or departmental home page, as this, too, helps NJCU's efforts in enhancing its online presence.

As with all content presented on behalf of the University, ensuring accuracy is critical. Verify facts, cite any outside sources, and be sure to include links to those sources within your content. Remember: Links are the currency of the digital space, so you will want to ensure that you are making connections and just as you would like them to share your content to a wider audience. Should an error occur, respond quickly with a correction within the channel in which the mistake occurred. Timeliness matters when it comes to your response on crises, congratulatory messages, or even simple questions. Delay of response should never become the story as this only serves to overshadow the content, itself.

Social media continues to hold the mystique of being intimate and thus at least semi-private. <u>Everything you post is public</u>. Keep in mind that even when posting to a select group in your personal space, with your personal account, this content is semi-private at best. Social media is all about connections and sharing, so expect that any content you post can and will be subject to appearing outside of your immediate network.

The content that you post on behalf of the University should always add value as opposed to introduce risk. Post respectfully and responsibly. If you are ever unsure about the appropriateness of material to share on social media, check with your department's supervisor or NJCU Communications. When in doubt, do not post. If you find yourself stopping to question whether you should, heed the hesitation and refrain.

Note that the same rules apply in social media as in any other professional channel for communication. Use correct grammar and write in complete sentences when appropriate. Avoid including content in all caps as this implies anger or aggression in the digital space. Avoid use of jargon, insular terminologies, or

institutional language. Remember, the goal is to engage, which means making your message accessible to your audiences. While abbreviations are required at times to conform to character limits, use these judiciously.