



Social Media Handbook

AANIIH NAKODA COLLEGE Social Media Policy Handbook

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Introduction

Social media has changed the way we communicate – both as an institution and as individuals. With tools such as YouTube, Facebook, Twitter, blogs and Flickr, anyone with an Internet connection now has the ability to create a dynamic Web presence, update it from wherever they are whenever they want, and share their content instantly with friends and followers around the world. Social media has given ANC the opportunity to engage in ongoing “conversations” with our students, faculty, staff, parents, alumni, colleagues, fans and friends about what is most important to them, extending the community found on the ANC campus to the world. Aaniiih Nakoda College supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues and more. This handbook provides guidance on how to do so effectively, safely and within college’s guidelines. Social media is constantly changing. As a result, this handbook will continue to evolve. If you have suggestions, please email ANC at admin1@ancollege.edu.

Overview

This document was originally developed to provide a set of guidelines in the use of social media applications within VOICES Community, but we believe it has wider application for the Aaniiih Nakoda College. The rapid growth of social media technologies combined with their ease of use and pervasiveness make them attractive channels of communication. However, these tools also hold the possibility of a host of unintended consequences. To help you identify and avoid potential issues we have compiled these guidelines. They are examples of best practices from various institutions and are intended to help you understand, from a wide range of perspectives, the implications of participation in social media.

Important Policies: Read These First

Social media usage at ANC’s is governed by the same policies that govern all other electronic communications. Read the policies below before engaging in any social media campaign as part of your official duties at ANC’s and if you use social media for personal purposes. Advertising on behalf of external vendors is prohibited on ANC’s Web sites and social media presences (with the exception of ANC’s Athletics). ANC’s faculty, students, and staff must also read and follow this policy and these guidelines before creating a social media presence in which they engage in online discourse and identify themselves with ANC. Social media site policies: All social media sites have policies about how they will or will not use your content, what is and is not allowed, etc. Be sure to familiarize yourself with these policies before you launch your site.

If you have any questions about social media best practices, or need guidance when problems or issues of concern arise, contact ANC at (406) 353-2607 or admin1@ancollege.edu. We are available to assist you with any social media concern, large or small.

Things to Consider When Beginning to Use Social Media

Applications that allow you to interact with others online (e.g. Facebook, MySpace, etc.) require careful consideration to assess the implications of “friending,” “linking,” “following” or accepting such a request from another person. For example, there is the potential for misinterpretation of the relationship or the potential of sharing protected information. Relationships such as faculty-student, doctor-patient, supervisor-subordinate and staff-student merit close consideration of the implications and the nature of the social interaction. The following are some guidelines to follow in these cases.

GENERAL GUIDELINES

Sharing ANC news, events or promoting faculty and student work through social media tools is an excellent, low-cost way to engage the community and build our brand. Employees are encouraged to repost and share information with their family and friends that is available to the public. The best way to share ANC news is to link to the original source. When sharing information that is not a matter of public record, please follow the below guidelines.

Maintain Confidentiality

Do not post confidential or proprietary information about the Aaniiih Nakoda College, its students, its alumni or your fellow employees. Use good ethical judgment and follow ANC policies and federal requirements on your responsibility as an ANC employee.

Maintain Privacy

Do not discuss a situation involving named or pictured individuals on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.

Respect ANC Time and Property

It’s appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should participate in personal social media conversations on your own time.

Do No Harm

Let your Internet social networking do no harm to the Aaniiih Nakoda College or to yourself whether you’re navigating those networks on the job or off.

Understand Your Personal Responsibility

ANC staff and faculty are personally responsible for the content they publish on blogs, wikis or any other form of user-generated content. Be mindful that what you publish will be public for a long time— protect your privacy.

Be Aware of Liability

You are responsible for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts). Increasingly, employers are conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you.

Maintain Transparency

The line between professional and personal business is sometimes blurred: Be thoughtful about your posting's content and potential audiences. Be honest about your identity. In personal posts, you may identify yourself as a ANC faculty or staff member. However, please be clear that you are sharing your views as an individual, not as a representative of the Aaniiih Nakoda College.

Correct Mistakes

If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Respect Others

You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Be a Valued Member

If you join a social network, make sure you are contributing valuable insights. Don't hijack the discussion and redirect by posting self/organizational promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from Web sites or groups.

Think Before You Post

There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed. Post only pictures that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

SOCIAL MEDIA GUIDELINES WHEN POSTING AS AN INDIVIDUAL

ANC uses social media to supplement traditional press and marketing efforts. Employees are encouraged to share ANC news and events, which are a matter of public record, with their

family and friends. Linking straight to the information source is an effective way to help promote the mission of the ANC and build community. When you might be perceived online as an agent/expert of ANC, you need to make sure it is clear to the audience that you are not representing the position of ANC or ANC policy. While the guidelines below apply only to those instances where there is the potential for confusion about your role as a ANC agent/expert versus personal opinion, they are good to keep in mind for all social media interactions. When posting to a social media site you should:

Be Authentic

Be honest about your identity. In personal posts, you may identify yourself as a ANC faculty, student, or staff member. However, please be clear that you are sharing your personal views and are not speaking as a formal representative of ANC. If you identify yourself as a member of the ANC community, ensure your profile and related content are consistent with how you wish to present yourself to colleagues.

Use a Disclaimer

If you publish content to any website outside of ANC and it has something to do with the work you do or subjects associated with ANC, use a disclaimer such as this: “The postings on this site are my own and do not represent ANC’s positions, strategies or opinions.”

Don’t Use the ANC Logo or Make Endorsements

Do not use the ANC block M, word mark, athletic logo or any other ANC marks or images on your personal online sites. Do not use ANC’s name to promote or endorse any product, cause or political party or candidate.

Take the High Ground

If you identify your affiliation with ANC in your comments, readers may associate you with the ANC, even with the disclaimer that your views are your own. Remember that you’re most likely to build a high-quality following if you discuss ideas and situations civilly. Don’t pick fights online.

Don’t Use Pseudonyms

Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors.

Protect Your Identity

While you should be honest about yourself, don’t provide personal information that scam artists or identity thieves could use. Don’t list your home address or telephone number. It is a good idea to create a separate e-mail address that is used only with social media sites.

Does it pass the Publicity Test

If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?

Respect Your Audience

Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in ANC's community. You should also show proper consideration for others' privacy and for topics that may be considered sensitive —such as politics and religion.

Monitor Comments

Most people who maintain social media sites welcome comments— it builds credibility and community. However, you may be able to set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their “About Me” page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this: “The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of the Aaniiih Nakoda College.” This is particularly important if you could be perceived to be in a leadership role at ANC.

SOCIAL MEDIA GUIDELINES WHEN POSTING ON BEHALF OF AANIIH NAKODA COLLEGE

Online collaboration tools provide low-cost communication methods which foster open exchanges and learning. While social media tools are changing the way we work and how we connect with the public and other higher education institutions, the ANC policies and practices for sharing information remain the same. In addition to the general guidelines discussed above, when you creating or posting to a social media site on behalf of ANC you need to:

Seek Approval

Any messages that might act as the “voice” or position of the ANC or a school/college/unit must be approved by the ANC President or the director of the school/college/unit or their delegate.

Be Accurate

Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible -- that's how you build community.

Be Transparent

If you participate in or maintain a social media site on behalf of the ANC, clearly state your role and goals. Keep in mind that if you are posting with a ANC username, other users do not know you personally. They view what you post as coming from the ANC. Be careful and be respectful. What you say directly reflects on the ANC. Discuss with your supervisor the circumstances in which you are empowered to respond directly to users and when you may need approval

Be Timely

Assign an administrator who can regularly monitor postings and content. Aim for standard times for postings and updates. The recommended minimum frequency is once to twice a week. But be sure not to overload your updates. Followers will stop paying attention if you overload them with information.

Be Responsible

What you write is ultimately your responsibility. Participation in social computing on behalf of ANC is not a right but an opportunity, so please treat it seriously and with respect. If you want to participate on behalf of the ANC, be sure to abide by its standard practice guidelines.

Respect Others

Users are free to discuss topics and disagree with one another, but please be respectful of others' opinions. You are more likely to achieve your goals if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Be a Valued Member

If you join a social network like a Facebook group or comment on someone's blog, make sure you are contributing valuable insights. Post information about topics like ANC events or a book you've authored only when you are sure it will be of interest to readers. In some forums, self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups.

Be Thoughtful

If you have any questions about whether it is appropriate to write about certain kinds of material in your role as a ANC employee, ask your supervisor before you post.

Use of the ANC Logo

If you create a social media site on behalf of the ANC, use simple graphics that represent the ANC brand and make sure you get permission and standards from ANC President.

SAFETY & PRIVACY TIPS FOR SOCIAL MEDIA NETWORKING

The internet is open to a world-wide audience. When using social media channels, ask yourself:

1. Did I set my privacy setting to help control who can look at my profile, personal information and photos? You can limit access somewhat but not completely, and you have no control over what someone else may share.
2. How much information do I want strangers to know about me? If I give them my cell phone number, address, email, class schedule, a list of possessions (such as my CD collection) how might they use it? With whom will they share it? Not everyone will respect your personal or physical space.
3. Is the image I'm projecting by my materials and photos the one I want my current and future friends to know me by? What does my profile say to potential faculty members/advisors? Future graduate school/internship interviewers? Potential employers? Neighbors? Family? Parents? Which doors am I opening and which am I closing?
4. What if I change my mind about what I post? For instance, what if I want to remove something I posted as a joke or to make a point? Have I read the social networking site's privacy and caching statements? Removing material from network caches can be difficult. Posted material can remain accessible on the internet until you've completed the prescribed process for removing information from the caching technology of one or multiple (potentially unknown) search engines.
5. Have I asked permission to post someone else's image or information? Am I infringing on their privacy? Could I be hurting someone? Could I be subject to libel suits? Am I violating network use policy or HIPAA privacy rules?
6. Does my equipment have spyware and virus protections installed? Some sites collect profile information to SPAM you. Others contain links that can infect your equipment with viruses that potentially can destroy data and infect others with whom you communicate. Remember to back up your work on an external source in case of destructive attack(s).

ANC Computer Labs Verses Social Media

ANC Computer Labs are now setup NOT to have any social media access. This is due in part to students using social media during class time and disrupting the class and instructor.

Appendix A: Social Media Strategy Worksheet

1. Team: Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. List the team members.

2. Primary Goals: Are you trying to communicate a campaign, generally promote your department, and communicate with alumni? Define your goal for your social media presence.

3. Measuring Success: Determine how you will measure the success, or lack of success, of your site. Increased traffic to your Web site? Better communication with prospective students? A new network of colleagues? List how you plan to measure the site's success, and the tools you'll use to track that success.

4. Audiences: Identifying your audiences will help you tailor your content and also choose the right tool. List your primary audiences.

5. Current Conversation: This is when the listening begins. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? List the topics, people and sites that are leading the conversations that are relevant to you.

6. Content: Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List the content you will be sharing via social media.

7. Name and Design: Identify a simple and descriptive name for your profile that clearly identifies your affiliation with ANC's. Please contact ANC President if you wish to use some form of the ANC's brand or need guidance.

8. Evaluation: Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. Define your timeline.

Appendix B: How to set up a Facebook fan page for a department or program

A Facebook fan page can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, faculty, staff, alumni and the community, and create a forum for conversation and discussion.

Facebook Fan Page vs. Facebook Group

It's usually better to create a fan page rather than a group for your department or program. The chart, below, compares the features offered by fan pages and by groups.

Feature	Fan Page	Group
Allows distinct URLs	Yes	No
Indexed by search engines like Google	Yes	No
Admin can access visitor statistics	Yes	No
Discussion features and forums	Yes	Yes
Can be cross-promoted on other fan pages	Yes	Yes
Ability to create events and invitations	Yes	Yes
Twitter or blog feeds	Yes	No
Visible to unregistered people	Yes	No
Fans can leave comments and "likes"	Yes	No
Can send out bulk emails to your members' in boxes	No	Yes
Information posted on your wall will appear on your fans' walls	Yes	No
The administrator's personal information isn't listed	Yes	No

How to create a Facebook Fan Page:

1. To set up a Facebook fan page for your ANC's department or program, first secure the approval of your department chair or program manager. Unlike on your personal Facebook page, on this page you will be speaking for the ANC. Include a statement on the page that states you reserve the right to remove any inappropriate content. All programs must follow additional guidelines; discuss with your supervisor before proceeding.
2. The ANC can create a family of icons that can be used and adapted for individual schools, colleges and programs – please contact ANC President for assistance in customizing those icons. If you do not wish to use these icons and wish to use the ANC's logo or any variation of it, contact ANC President at (406) 353-2607.
3. To create a fan page, you'll need to have a Facebook account. You can set up this account with your personal ANC's email account. Go to www.facebook.com and fill out the form on the homepage to set up a new account.
4. Once you've set up your Facebook account, go to www.facebook.com and log in with your user name and password.
5. Then go to www.facebook.com/pages/create.php

6. You may want to use the category “Local > Education” or you may prefer to use “Brand, Product or Organization > Nonprofit.”

7. For “Name of Page,” choose something that will clearly identify your organization.

8. Then click on the “Create Page” button.

9. Now you’re ready to start adding items to your fan page. Here are some ideas to help you build your Fan Page:

- Avoid sending too many updates to your fans.
- Highlight new Facebook features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.
- Mention when your Web site is updated, whether it’s new photos, an upcoming event, etc.
- Add links to drive traffic to your department or organization’s Web site.
- Favorite other Facebook pages that have topics similar to your Facebook page.
- Monitor comments on your Facebook wall daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs. However, do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.
- Ask staff and co-workers to “Share” or “Post” to your Facebook page. Ensure their comments also follow the guidelines above for professional ANC communications.
- Include a link to your Facebook page in your e-mail signature.
- Include your social media information in promotional materials.

Appendix C: How to Set Up a Flickr Account for a Department or Program

A Flickr account can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, faculty, staff, alumni and the community, and create a forum for conversation and discussion. This document provides information on how to get started as well as guidelines on do's and don'ts for official ANC's Flickr accounts.

A **paid Flickr account is \$24.95** a year and provides unlimited storage, sets, galleries, collections, uploading, etc.; access to your original high-res photos; statistics on your photos; and HD playback for any high definition videos that you post.

	FREE Flickr Account	PRO Flickr Account (\$24.95 / year)
Monthly Photo Upload Limit	100 MB	Unlimited
Maximum Individual Photo Size	10MB	20MB
Monthly Video Upload Limit	2 videos	Unlimited
Maximum Video File Size	150MB	500MB
Photostream visible	200 most recent images	Unlimited
Group Pool posts per photo	10 group pools	60 group pools
Original High-Res Photo Availability	No	Unlimited
HD Video	No	Yes
Replace a photo		Yes
Statistics		View count and referrer Data available

Before you create a new Flickr account:

- Confirm that there isn't already a Flickr account in use by your department.
- Secure the approval of your department chair or program manager. Keep in mind that the page will become an official communication piece of the ANC, and as such should follow all guidelines regarding professionalism, confidentiality and decorum applied to any such communication. Unlike with your personal Flickr account, with this account you will be speaking for the ANC. All programs must follow additional guidelines; discuss with your supervisor before proceeding.
- The ANC has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact ANC President for assistance in customizing those icons. If you do not wish to use these icons and wish to use the ANC's logo or any variation of it, contact ANC President at (406) 353-2607.

Creating a Flickr account:

1. To start the process ... go to www.flickr.com and click on the button that says CREATE YOUR ACCOUNT.

- **Flickr requires a Yahoo! ID.** It is advised to setup the alternate email for your Yahoo! ID using ANC's email system, currently your ANC Email address. If personnel changes – the ANC's department or program will always have access to the account.

2. Once you've set up your Flickr account, go to www.flickr.com and log in with your user name and password.

3. For the screen name of your account, choose something that will **clearly** identify your organization. This is what will display at the top of the page when visitors go to your Flickr page.

4. Now you're ready to start adding photos to your Flickr account. Here are some ideas to help you get started:

- Avoid uploading TOO many photos. Try not to upload photos that are extremely similar. For any given event / album – only upload the BEST photos.
- Tag and organize your photos ... create sets and collections. If you tag and organize photos as you upload them ... it makes maintenance so much easier.
- Include a link to your Flickr page on your Web site – or better yet include a badge that displays your most recently posted photos (build your badge here www.flickr.com/badge.gne). Anytime you post a new photo, it will automatically show up on your Web site!
- Link your Flickr account to your Facebook and twitter accounts ... or post a new message or tweet anytime you've posted a new album.
- Monitor comments on your Flickr page daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs, but be prepared for critical comments. Do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.
- Include a link to your Flickr in your e-mail signature
- Include your Flickr page in promotional materials.

Appendix D: How to Create a Twitter Profile for your Department or Program

With its 140-character updates, Twitter is a great way to get timely information out to your audiences. More importantly, with 75 million users, it's an excellent way to engage with and hear from those with similar interests.

Creating a Twitter account:

1. Go to <http://www.twitter.com> and click on "Sign up now."
2. For "Name," give the name of your department or program.

Next, choose your Username – this will become part of your Twitter address and also will be how you are identified when tweeting and responding to tweets. Choose a username that clearly identifies your department or program. Examples: ANC'sEnglish; ANC'sEngineering, etc. For email, use a group mailbox that several members of your department or program can check if possible, rather than your personal email address.

3. Next, click "Settings" and fill out that information. Under the one-line bio, include brief descriptive text about your department or program, and a link to your Web site.
4. For picture, the ANC can create a family of icons that can be used and adapted for individual schools, colleges and programs – please contact ANC President for assistance in customizing those icons. If you do not wish to use these icons and wish to use the ANC's logo or any variation of it, contact ANC President at (406) 353-2607.
5. Before you start tweeting, build the list of those you will be following. Seek out other ANC's accounts, other accounts for people and programs in your field, and others who are tweeting about keywords that are relevant to your interests. Read, retweet and respond to these tweets to begin building your online network.
6. Start tweeting! Remember, Twitter is a conversation, not a megaphone. Use yours not only to share interesting news and information about your program, but to share news from other sources, to respond to and ask questions and to get to know your audiences better.
7. Consider using an app. There are many free online applications that make updating and monitoring your Twitter presence much easier. Check out TweetDeck, Tweetie, HootSuite for starters.
8. There are some standards actions / conventions in Twitter with which you should become familiar.
 - Reply – Reply to someone else's tweet. Your reply will also show up on your Twitter.

- Retweet – One of the best ways to engage with the community on Twitter. Retweeting means you are sharing someone else’s tweet on your Twitter. A retweet is formatted by adding RT in front of the @ sign and the other person’s user name, followed by the original content of their tweet. Example: RT @barcablog: national media reacts to ANC's win - <http://ANCeagles.blogspot.com/2010/01/national-media-reacts-to-ANCwin.html>
- URL shortener: URL shorteners are free online services that take a long URL and reduce it to just a few characters – and are highly important when you’re limited to just 140 characters. Examples are bit.ly and ow.ly and tinyurl.
- Hashtags: Hashtags are keywords added to a post prefaced by the # symbol. Readers can click on or search for hashtag terms to read tweets just about that topic.

Appendix E: Wikipedia Best Practices

Wikipedia is increasingly used as the go-to information source on any given topic. Content is generated and moderated entirely by the Wikipedia community. Though individuals and organizations are often interested in ensuring they are represented in Wikipedia, self-written profiles are expressly discouraged by Wikipedia and should be avoided. The best practices below offer guidelines for participating in Wikipedia.

- Do not use Wikipedia for resources in your assignments.
- Self-written / ghost written profiles discouraged / prohibited.
- Original research prohibited – all information on Wikipedia must be cited.
- “Talk pages” are appropriate places to suggest material / new articles that may reference you, your work or your department.
- Only edit content about yourself or your department when it is obviously vandalism, out-of-date, or a typo.
- If you must post an article about yourself, keep it entirely neutral and ensure all information is verified elsewhere (on your department’s Web site, on your personal Web site, professional organizations’ sites, etc.) Understand that once you post such a profile you lose control over it – you cannot take it down and others *will* edit it. A better approach is to make a proposal that an article be written about you on a talk page within your area of expertise, provide the relevant content, and let the Wikipedia community take it on.
- “Neutral point of view” is a founding and guiding principle of Wikipedia. Any content provided by public relations / marketing offices should be straight facts only, with appropriate citations.
- To participate in Wikipedia, consider authoring or editing a Wikipedia entry for your research area. Link it back to ANC’s, but also link it to other relevant sites.

Appendix F: Information on YouTube

YouTube is a popular way to reach large audiences with your videos. ANC's strongly discourages individual campus offices (schools, departments, student groups, etc.) from setting up their own YouTube channels. ANC is looking to create ANC official ANC's YouTube channel. The benefit to the offices is accessing a much larger audience than they would on their own channel, and the benefit to the viewer is they are then linked in with all of the content VU has to offer on YouTube. For more information and progress, please contact either ANC President or ANC IT Department at (406) 353-2607.

Appendix G: Referendum

Students

If a student is caught in the Computer Labs using any social media during class time will be referendum in the following steps:

1. First Time – Student is referred to Dean of Students who will tell the student the rules of computer usage and social media guidelines and will decide course of punishment for the student.
2. Second Time – Student will met with Dean of Students and President and will go over again on rules of computer usage and social media guidelines and will decide the course of punishment for the student.
3. Third Time – Student will go in front of Aaniiih Nakoda College Board of Directors along with President. Board of Directors will have the final decision on student course of punishment.