Canisius College Social Media Statement
Canisius College aims to use social media as a place for current students, prospective students and parents, alumni and the broader community to interact, ask questions and discuss topics relevant to Canisius. The Canisius College Office of Web Services maintains a presence for these purposes on the following channels: Facebook, Twitter, Instagram, Google Plus, Pinterest, YouTube and Flickr.

The college reserves the right to block individual accounts and/or remove comments, links, photos or other content from the social media sites for any reason, including but not limited to, harassment and personal attacks, derogatory or defamatory comments, vulgarity and profanity (including expletives and letters followed by dashes), commercial promotion, off-topic posts, improper use of intellectual property or copyrighted material, or otherwise inappropriate content.

In addition, links posted in Canisius College social media should not be construed as endorsement of organizations, entities, views or content contained therein. Individuals are responsible for the content they view and post on any of Canisius College’s social media sites. By sharing content on any of Canisius College’s social media sites, individuals understand and acknowledge that this information is public, and that Canisius may use this information for promotional purposes. Note that other participants may use posted information beyond the control of Canisius.

These guidelines were adopted, whole or in part, with permission from Marquette University.
Guidelines for Managing Canisius-Sponsored Social Media

Accuracy

- Make sure you have all the facts before you post. Read twice (or thrice) and post once.
- Check your post. Spelling matters.
- If you make an error, correct it quickly.

Confidentiality

- Do not post confidential information about Canisius, students, faculty, staff or alumni.
- As a guideline, don’t post anything you would not say at a public forum.
- Be aware of federal and state laws and university procedures restricting the release of personal information.

Copyright

- Follow the college’s guidelines.
- For reference, see the Stanford Copyright and Fair Use Guidelines [creativecommons.org](http://creativecommons.org).

Content

- Content should not overlap with university content. The primary sources for general university content are the Canisius College umbrella accounts.
- Content should be specific to the program/department.
- Social media is designed to be two-way communication tool. Know your audience, and listen. Respond to posts as appropriate.
- Post items you think will be of interest to your audience.
- Keep your personal views separate.
- If you have questions about whether material is appropriate for posting, consult your supervisor or contact Web Services.

Privacy

- If posting photos, ask the permission of those involved. If someone objects to photography, avoid using it as a matter of common courtesy.

Respect

- Treat those with whom you engage online with respect.
- Deal with problem posters through direct messages.
- Think before you post.

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Timeliness

- Social media presumes 24/7 interaction.
- Try to post updates regularly — and at least several times a week.
- Check posts about your program/department daily — and respond as appropriate.

Transparency

- Clearly state your role and goals if posting in an official capacity.
- If you identify yourself as a Canisius College employee online, clearly state in your profile or on your site that your opinions do not represent those of the College.
**Communication Strategy**

New Social Media Presence

- Before creating a presence on social media sites that will represent a group or department at the College, it is necessary to notify the web services team at social@canisius.edu. If the new page/presence on social media does not represent an institutional department, office, group, or interest un-related to the college, you do not need to notify the web services team. This notification helps to ensure all social media sites coordinate with other institutional sites and have consistent information. Additionally, the notification allows the College to promote new social media sites to its fans, followers, and other appropriate audience members.

Multiple Administrators

- Be sure to give multiple people (more than one person) administrative access to new social media sites. This will ensure that updates can still be made on the site in the case of an unexpected departure or absence from the College.

Organize Your Communication

- Before creating a presence on social media sites, departments and groups should create a communication strategy that includes details on message, audience, and goals. It is important to understand that actively maintaining a social media presence is time-consuming, and it is your responsibility to add content frequently. Without an appropriate resource, social sites can quickly become out-of-date. Therefore, if adequate resources are not available, departments and groups should consider alternatives to social media tools.

Link to Canisius.edu

- In most cases, the goal of using social media is to create awareness and build interest in a topic. Whenever possible, add links to your posts that go to the Canisius College site so that the social media community can learn more about a topic you’re discussing, read more details on a news story, or register for an event.

**Channel Demographics**

Facebook

- 30+, 65% of all internet users. 13-21 don’t use because of parent influence.

Twitter:

- 18-29, urban (17% of internet users—has doubled since 2010)

LinkedIn

- 25-54, $100K+, Educated (60/40 male to female)

Instagram

- 16-29, more popular with minorities

Pinterest

- 18-49, (80/20 female to male)

Google+

- 24-35, All google account holders have a google+ account (235 million)
Goals of Using Social Media:
- To build online awareness of the Canisius brand
- To build a sense of community among Canisius's audiences
- To foster word-of-mouth promotion among Canisius audiences and audiences outside Canisius
- To build traffic to the Canisius website

<table>
<thead>
<tr>
<th>Audience</th>
<th>Channel</th>
<th>Type of News</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective Students</td>
<td>Instagram, twitter, facebook</td>
<td>Student interests, events, athletics, jesuit ideals program/department news</td>
<td>Build awareness, sense of community, inbound traffic</td>
</tr>
<tr>
<td>Current Students</td>
<td>Instagram, twitter, LinkedIn, facebook</td>
<td>Student interests, athletics, events, program/department news, jesuit ideals academic excellence</td>
<td>Sense of community, word of mouth promotion</td>
</tr>
<tr>
<td>Alumni</td>
<td>LinkedIn, facebook, twitter, Instagram, Pinterest</td>
<td>Events, program/dept news, academic excellence, athletics, magazine articles</td>
<td>Sense of community, word of mouth promotion, build awareness, inbound traffic</td>
</tr>
<tr>
<td>Parents</td>
<td>Facebook, twitter, LinkedIn, Pinterest, Google+</td>
<td>Academic Excellence, jesuit ideals, program/department specific, events, athletics</td>
<td>Build awareness, sense of community, word of mouth promotion, inbound traffic</td>
</tr>
<tr>
<td>General Public</td>
<td>Twitter, Facebook, LinkedIn, Google+</td>
<td>Athletics, events, academic excellence</td>
<td>Word of mouth promotion, build awareness, inbound traffic</td>
</tr>
</tbody>
</table>

Youtube and Flickr are primarily used as storage areas for our video and photography respectively used on the website. Because of our current usage, these are not typically channels where people will interact with Canisius.

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