WCSU POLICY

WCSU's goal to establish an encompassing standard for all social media accounts associated with the university. This document is subject to change without notice, so regular review is advised.

Creating an account

Any student or faculty member is free to create a social media account, but this does not mean that it will be automatically added to the directory. To be considered for the directory, please email WCSUpubdesign@wcsu.edu. WCSU reserves the right to deny the official recognition of any account that does not adhere to university policy.

Account management

Social media is social! Be social online the same way you are in real life: be kind, generous, positive and protect vulnerable and marginalized people. Create and maintain a welcoming and safe environment.

Managing a social media account is a responsibility that requires constant monitoring and interaction outside of normal business hours. Account managers are expected to:

- Be interactive; respond in a positive, useful way to comments and messages within 24 hours or less
- Create and monitor daily strategic content that adheres to brand policy, engages your audience and represents the goals of WCSU
- Create and maintain a friendly, welcoming, fun and useful online experience
- You must immediately and without argument or discussion delete threatening, hateful, discriminatory, bullying, harassing, etc., comments and block people who create an unpleasant experience
- Delete and block all trolls and spam immediately
- If an account is experiencing harassment or other issues, it is the account owner's responsibility to block accounts or delete comments and content
- In the event of an emergency, make sure that any post regarding said emergency is disseminated using university policy and procedure for that specific situation

WCSU social media accounts are prohibited from:

- Posting any content that violates city, state, or federal laws
- Expressing personal opinions as a university endorsed view
- Using the WCSU name to endorse a private business, view, or political candidate
- Addressing existing or potential legal matters in posts and comments without prior approval
- Posting content that is overtly political or religious, profane, plagiarized, or off-topic

Posting Guidelines
In order to remain relevant on multiple social media platforms, you must post frequently and with purpose.

Appropriate accounts to comment on, follow, like, favorite, share, repost and retweet: appropriate accounts are non-profit and non- religious/ political, including WCSU accounts, excluding individual student accounts; colleges and universities, especially state schools; state or municipal amenities and services (i.e., the Danbury public library); public amenities with no political or religious affiliation (i.e., Tarrywile Park, New York Botanical Garden); traditional mainstream museums, literary journals, science publications—generally any legitimate mainstream institution with no political or religious affiliation.

Below are the standards for posting on each WCSU social media platform.

Facebook
1 – 2 posts every weekday (including commenting on, liking and sharing appropriate other accounts). Pay attention to your comments and private messages and share, like and comment on appropriate accounts.

Instagram
1 – 2 posts every weekday. Instagram stories are considered separate from posts; accounts should post around 5 – 7 Instagram stories a week. Remember to pay attention to comments on your posts and to follow, like and comment on appropriate accounts.

Twitter
Around 3 – 7 tweets a day, with smaller accounts tweeting 2 – 5 times a day (including retweeting appropriate accounts with your own commentary). Remember to be aware of direct messages and follow, like and comment on appropriate accounts.

socialmedia.wcsu.edu