

# Unitec Institute of Technology Social Media Guidelines

**Last updated: 9/05/2018**

## Background & Objective

These guidelines are designed to assist staff with understanding, managing and facilitating their social media platforms (including but not limited to: Facebook, Twitter, LinkedIn, Instagram, Snapchat and YouTube) on behalf of Unitec.

These guidelines also help staff get started with social media strategy to raise potential students' awareness of Unitec, as well as enabling meaningful conversations with their unique audiences on their chosen social platforms. Staff are encouraged to use the Resources (3.2) mentioned in the last section to increase their understanding of responsible use of social media.

These guidelines cover:

### **1. Getting Started**

- 1.1 General social media best practices

### **2. Representing Unitec on social media**

- 2.1 Tone of Voice
- 2.2 Posting as Unitec
- 2.3 Suggested use for social media channels
- 2.4 Dos and Don'ts

### **3. Need help?**

- 3.1 Contact
- 3.2 Resources
- 3.3 Tools

### **4. Social Media Response Guide**

Before you begin:

If you are operating/managing a social media platform on behalf of Unitec, please make yourself familiar with, and follow our Social Media Community Guidelines, Social Media Image Specifications and other Unitec policies and regulations. If you manage the social media for your team, please make your page is known to us by emailing [marketing@unitec.ac.nz](mailto:marketing@unitec.ac.nz) with a link to your pages.

# 1. Getting Started

## 1.1 General social media best practices

**Tone of voice and audience:** The general public will interpret what you say in different ways, so use plain language and a writing style that your intended audience will find easy to understand. Please see our 'Tone of Voice' section (2.1) for more information.

**Authenticity:** When representing Unitec on social media, it is essential to be transparent, authentic and accountable. Therefore, if you are representing a pathway, subject or programme, confine yourself to relevant and factual information ([unitec.ac.nz](http://unitec.ac.nz) can be a very helpful resource for programme information). Please see our section on representing Unitec (2.0) for more information.

**Sourcing Images:** Where possible, use images and videos to draw your audience's eye to your posts. There are a range of tools available for sourcing imagery, such as iStock Photo, Getty Images, Pixabay and Unsplash - however, you will need to make sure that you are allowed to use the images you find online. There are two indicators that make images okay to use: the image must be free for commercial use and have no attribution required. If you don't know whether or not this applies to your image, please find another one to use - or you can email [marketing@unitec.ac.nz](mailto:marketing@unitec.ac.nz) if you're not sure.

**Legal issues:** Please consider any [copyright issues](#) or [privacy implications](#) relating to any content you use and don't publish any information that should not be made public like full names or photos or videos that include children under the age of 18 without permission. If in doubt, then don't publish.

## 2. Representing Unitec on social media

### 2.1 Tone of Voice

- Use plain language with simple, familiar words and short sentences
- Write as if you were having a conversation with someone
- Use a friendly tone of voice where appropriate 'you' and 'we' (understanding that when you say 'we', you are speaking on behalf of Unitec)
- Use the active voice (reduce passive verbs)
- Use positive language even if your audience is leaving negative comments
- When addressing Pathways, Subjects or Programmes, please use their proper names, or else you could mislead a prospective student to think that Unitec offers Subjects and Programmes that we do not currently offer
- Be concise and avoid paragraphs – craft your posts to one or two sentences max
- Think about relevant keywords to use in your post, words that people would use to find your page in Google. This will help drive traffic to your page, which is great for helping your page grow
- When writing in Te Reo Māori, ensure you are using the Māori Dictionary ([maoridictionary.co.nz](http://maoridictionary.co.nz)) for guidance to check the sentiment of what you're writing is the same as you are intending.

Also note that anything you say will be available online for a long time, possibly forever – so please take care to **spell check and grammar check your work** as well as confirming what you say and correct any errors. Please see our section on Representing Unitec on Social Media for guidance.

In some forums it may be appropriate to give a personal opinion. If it is appropriate, then make sure you indicate you are giving your personal opinion and not that of Unitec or your Pathway.

### 2.2 Posting as Unitec

If you are unsure whether or not to post something, ask yourself whether or not this adds value – both to your students and the Unitec brand. Don't feel forced to post something just because your schedule says it's time to – when it comes to posting to social media, it's quality over quantity.

Please be aware that different social media platforms (i.e. Facebook, Twitter, Instagram and LinkedIn) have different methods and techniques for posting. For instance, Twitter is known as a platform to find timely news and up-to-date information, so posting fairly regularly on

that is acceptable and a fast response time is expected. However, bombarding your followers with posts in a similar fashion on Facebook, Instagram or LinkedIn is likely to get annoying and lead people to unfollow you.

As a rule of thumb, post at least once a week at a minimum to establish yourself as a source for new and valued information. Many companies generally schedule their posts around Monday, Wednesday and Friday, or alternatively Tuesday and Thursday, to give their audiences new information with a bit of a break in-between. A good way to know if you're posting too much is measuring your engagement (number of likes, comments or shares) – if your post frequency is going up but your engagement is taking a nosedive, try posting less.

## 2.3 Suggested use for each social channel

<b>Facebook</b>	To connect with your students or prospective students, you need to create posts that are both interesting and relevant to them. Keep an eye out for opportunities that include an occasional emotional payoff in your posts - without overdoing it. You can also put a bit of budget behind your most engaging content to “boost” it, which will make it reach a wider audience and even allow you to target who sees the post.
<b>Twitter</b>	Twitter is often used as a news source. It is where your followers will go for the most up-to-date information about your company, its events and deals. It's a great platform to get news out fast, but because of its 280 character limit and 1 minute video technical specifications, it may not be the best place to push rich content organically.
<b>Instagram</b>	Show off the Unitec experience with eye-catching, inspiring and engaging visuals, such as photography and short videos. Investigate sharing opportunities with other Unitec accounts. Keep content short and sharp - less suited to longer pieces such as research, media releases and articles that need long explanations.
<b>Snapchat</b>	Snapchat as a platform is both visual and timely, so posting visually attractive and engaging content which encourages people to interact with you is best. Using the Story function to post during events allows users to follow along all in one place. However, Snapchat is not best with scheduling in advance, or measuring their results, so in order for Snapchat to be effective for you, you will need budget to effectively manage this through MishGuru or a similar platform.

## 2.4 Dos and Don'ts

### Do:

- Post regularly (please see our 'what should I consider when posting?' section (2.3) below for more detail)
- Respond promptly. Try to respond to messages and comments within 24 hours.
- When posting, be as concise as possible
- We encourage integration of Te Reo Māori into your posts. Always give that context so the meaning is not lost on those who do not speak Te Reo Māori.
- Unitec does not tolerate bullying, harassment or threats to our staff or students, on social media or otherwise. If you see something that you think needs to be reported, please immediately email [communications@unitec.ac.nz](mailto:communications@unitec.ac.nz) with a screenshot of the relevant post or comment and a link to the relevant post or page.

### Don't:

- Use CAPS unless it's for grammatical reasons, otherwise it may appear you are SHOUTING!
- Use titles/subtitles for your posts
- Argue or contradict opinions with your audience in the comments. We recommend Private Messaging them so you can take the conversation out of the public eye as soon as possible - and keep it positive!
- Post entirely in Te Reo Māori without providing a translation, interpretation or context for those of your audience that does not speak Te Reo Māori, particularly if they are prospective international students from international countries.
- Post the same thing too frequently. Seeing Unitec come up again and again can make people unfollow your page.

## 3. Need help?

### 3.1 Contact

If you need advice on your social media strategy and planning, please email [marketing@unitec.ac.nz](mailto:marketing@unitec.ac.nz).

If you need PR assistance with social media, please contact the Internal Relations team at [communications@unitec.ac.nz](mailto:communications@unitec.ac.nz).

### 3.2 Managing objectionable content

If you have any complaints or objections to material or content, or if you believe that material or content posted on a Unitec social media channel infringes any intellectual property that you hold, please email [communications@unitec.ac.nz](mailto:communications@unitec.ac.nz) who can advise on which of the following steps should be actioned and by whom:

1. Acknowledge receiving the complaint.
2. Make an initial assessment of the complaint within 48 hours of acknowledging receipt of the complaint. A member of Unitec's staff may make contact with the complainant during this initial assessment period for the purposes of verifying the complaint.
3. Where Unitec considers it appropriate, they will remove the content which is the subject of the complaint, pending a full investigation.
4. Any removal will be on a "without prejudice" basis and shall not constitute any admission of responsibility on the part of Unitec or any other party.
5. Upon making a final determination on the complaint, a member of Unitec's staff may:
  - Reinstate or remove the content
  - Amend the content at its sole discretion
  - Permanently remove the content

### 3.3 Resources

- [Contact Unitec Corporate Communications](#)
- [Contact Unitec Marketing](#)
- [Unitec Social Media Community Guidelines](#)
- [Social Media Channels](#)
- [Request Brand Guidelines](#)
- [Privacy Policy](#)
- [Countering Harassment Procedures](#)

### 3.4 Tools

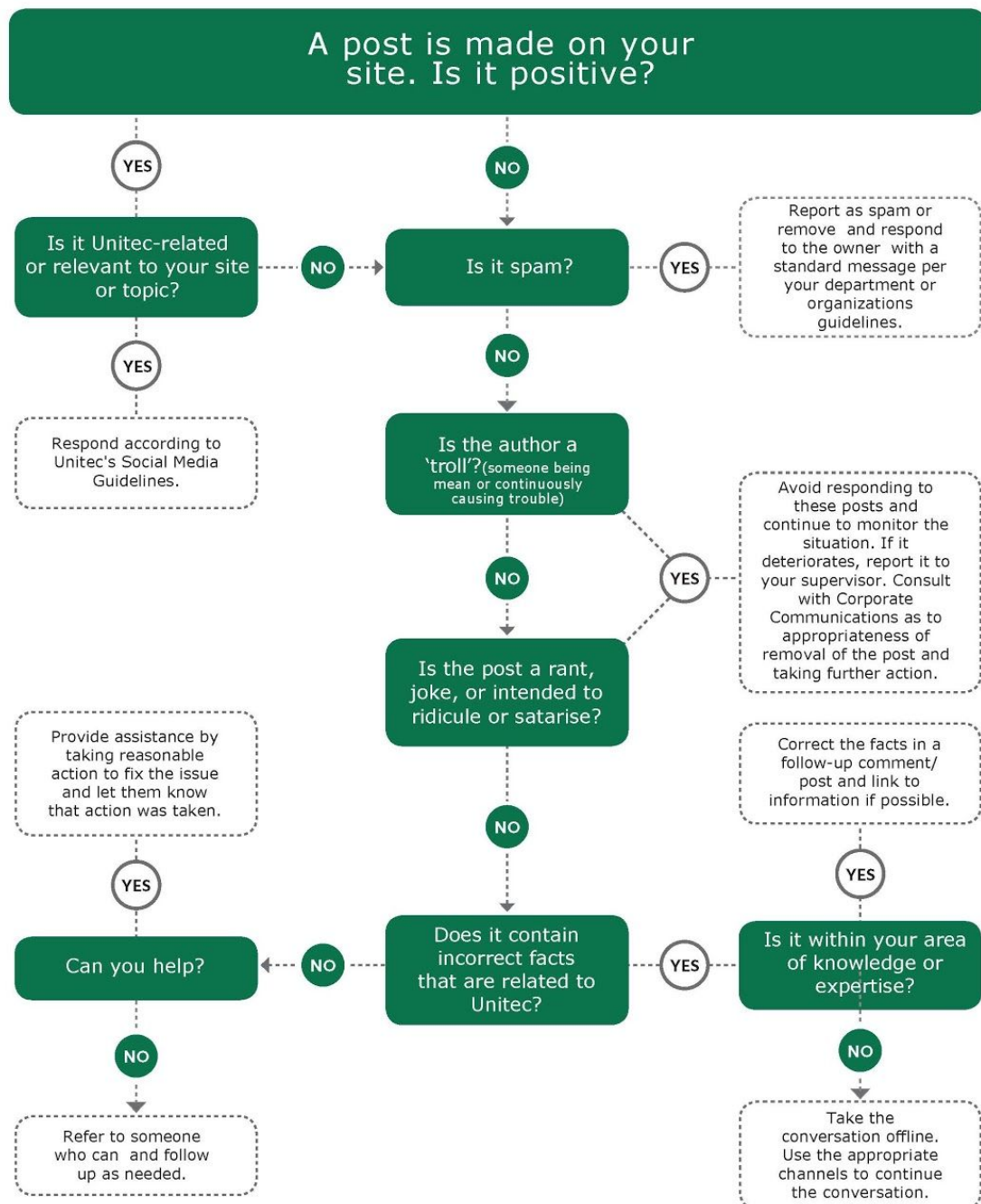
1. **Image editor** ([Canva](#)) – Canva is a fantastic tool to produce images for social media. It gives you templates with the correct image sizes for different social media platforms so you don't even have to think about what your size your image needs to be.
2. **Social media management tool** ([Hootsuite](#)) – Hootsuite allows you to have a feed of all your social media pages in one place. It also has the functionality to schedule posts, which is extremely handy when you're short on time.
3. **Online social media calendar** ([Asana](#)) – If you are looking for a tool to create a social media calendar, Asana is a great choice. Asana allows you to create an online calendar that you can access anywhere and share with people with a simple click – it also allows you to add tasks to calendar appointments – so if there are prerequisites to posting something, you can keep track of it.
4. **Free images** ([Pixabay](#)) – Pixabay has a huge library of free stock images that can be used for social media, but before you go diving in to find images – please read our Brand Guidelines first.
5. **Social media advice** ([Social Media Examiner](#)) - If you're looking for social media guidance that is succinct and easy to understand, this will be a tool you reach for constantly.

If you are interested in learning more about social media, Unitec has its own Social Media Marketing short course, which will help you understand key social media metrics like Reach, Impressions and Engagement, as well as introducing you to advertising on social media. Find out more about this course at [unitec.ac.nz/digitalmarketing](https://unitec.ac.nz/digitalmarketing).





## Social Media Response Guide



Additional questions or help? Please contact [marketing@unitec.ac.nz](mailto:marketing@unitec.ac.nz).

Unitec Marketing Department

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