



Social Media Guidelines and Tips

Provided by the Office of University Relations

This document provides guidelines and suggestions for creating and managing social media accounts that represent an area of the university. Contact the Office of University Relations if you have specific questions regarding your accounts.

1. Representing the Azusa Pacific Brand

The most important thing to keep in mind is that the profile represents Azusa Pacific and should therefore be in line with the university's overarching brand. Whether posting images or content, it should have the "feel" and "voice" of APU, and be tailored to your specific audience. You can review the primary Azusa Pacific Facebook page as an example: <https://www.facebook.com/azusapacific/>.

When setting up your accounts, strive to use "Azusa Pacific" in the name if possible, such as "Azusa Pacific Athletics." If using "Azusa Pacific" is too long with your department/office name, use APU, but be sure to spell out the university's name in the description or "about" section. This provides credibility, while also supporting the overarching APU brand.

2. Mission-Focused

Keep in mind the university's Cornerstones and mission, and think about the following brand elements with anything posted. Does it reflect one or more of the following:

- > Christ-Centered
- > Comprehensive, Relevant Scholarship
- > Meaningful Access to Transformational Education
- > Welcoming, Generous Community
- > Selfless Service

3. True, Authentic, Distinctive

With APU social media accounts, we strive to be true and authentic to who we are as a university, and engage regularly with our audience, even by responding to negative posts or complaints as appropriate. If any negative issues come to light, whether complaints from your audience or other concerns, feel free to contact your designated marketing specialist in University Relations, or Allison Oster (aoster@apu.edu), and the University Relations team can help provide a strategy for appropriately responding. (Sometimes you want to encourage people to contact you via email so you can work with them to resolve the situation "offline", rather than trying to resolve it in a public forum, unless it's a brief answer that others may benefit from.)

4. Appropriate to Your Audience

You know your audience best. So when posting, think about what they are most interested in. Include some posts that are informative/educational, and posts that are appropriately entertaining and provide insight into your area. For example, one day you might share a photo or two from a recent event to show them what life is like on campus. Another post may remind them about an upcoming event or important

deadline. Another may share an article or educational information related to your area of focus. (Just be sure that article/information is from a valid resource, and doesn't counter university values.)

As your audience grows on the site, you'll notice which items they interact with most, and that will also help you gauge what to post.

5. Get Feedback

If you're ever unsure if a post is appropriate or fitting, run it by a few people for review/approval before posting, and review it using the brand elements listed above. If you're still unsure, err on the side of not posting.

6. Remember, social media does not replace the university website.

It's important that we keep your website up to date so that the social media accounts are a complement to the website. When possible, drive back to your website for complete information about your department/office, information on an event, etc.

Questions? Contact Allison Oster, editorial director/social media specialist, at aoster@apu.edu