UNIVERSITY OF LOUISIANA *Lafayette* | OFFICE OF
COMMUNICATIONS
AND MARKETING

UL Lafayette Facebook Page Guidelines and Procedures

For all UL Lafayette departments, offices, faculty and student organizations.

PAGE CREATION

When setting up a Facebook presence for any University entity, college, department, program, organization or sports team be sure to create a **fan page** that users can "like" as opposed to a personal profile that users will "friend." If you would like to set up a closed (or private) group and have questions about how to manage it, please consult with the University's social media strategist.

ADMIN. After creating your page please make facebook@louisiana.edu a page admin by selecting 'Edit Page,' 'Manage Roles,' and typing in facebook@louisiana.edu into the box. Change the role to Admin.

NAMING. When creating or updating your Facebook page, follow the proper naming structure, using UL Lafayette (university or academics-related) or Ragin' Cajuns (athletics-related) as the appropriate prefix.

For example:

- Academic department: UL Lafayette English Department
- Academic college: UL Lafayette College of Liberal Arts
- Campus program or organization: UL Lafayette Alumni Association
- Student organization: UL Lafayette SGA
- Sports team: Ragin' Cajuns Men's Basketball

TO CREATE A UNIVERSITY-RELATED FACEBOOK PAGE:

- Log into your personal account
- Hover over the selection 'Pages' and click 'more'
- Select 'Create a Page'
- Select 'Company, Organization or Institution'
- Choose the category 'Education'
- Enter the page name
- Select 'I agree to Facebook Pages Terms'
- Select 'Get Started'
- Complete you profile information

If you have any questions regarding the set-up or changing of your Facebook page please contact the University's Social Media Strategist (Amy Windsor, socialmedia@louisiana.edu or x2-2975).

GETTING FOLLOWERS FOR YOUR NEW PAGE

Let your members and alumni know about your new page! Put a link on your website, send out an email, put it in your newsletter, or do all three. Let them know your goals for the page, so their expectations are set correctly.

Look at similar/related pages (such as other University-related pages) and like them. This will make an interesting feed that will provide items to share with followers on your page. It also gives you an opportunity to interact with and/or share your posts with those pages. The more your page's name is seen in the community, the more followers you will get.

Your page's goal should be to give your followers information they are interested in or you think they *should* be interested in. If you are getting a lot of questions about the same thing from students, post the answer on your page.

Ask your followers questions to try and engage them. Always respond to their answers to keep the conversation going—you have to give back in social media. The more engagement you have on your page, the more likely that something pertaining to your page will flow through other people's feeds and then they can discover your page too.

POSTING TO YOUR PAGE

What you want to post:

- Vibrant items that keep your clicks and shares high
- Broad-appeal items, though specifically items that pertain to your audience like:
    - Items that are interesting to prospective students
    - Posts that reconnect alumni (e.g., photos of campus, traditions)
    - Updates to keep current students informed
- A mix. Try to post a variety of things: links, photos, informational, just for fun, etc.

To do:

- If you have doubt about a post, do without
- Avoid controversial topics
- PROOF, PROOF, PROOF posts
- Monitor the Home feed for content ideas
- Schedule some images far into the future to have a reserve that could be used at once
- Maintain a consistent tone

GENERAL USE GUIDE:

1. **UPDATES & SHARES**. Schedule in advance at least two updates or images per weekday, knowing that 1-2 could still pop up. The ideal is to post consistently without over-posting.
    a. Use off-hour times, like 2:20 instead of 2:00.

b. Try to use images when possible. Improve (color, balance, crop) photo before using. Usually 72 resolution and 800 x 600 pixels. Reposition the photo (if it is not square) after it posts for best wall view. If you are posting a photo or graphic with lots of red, save the file as a .PNG to avoid dithering.

c. Post images in an album of like images when possible.

d. Try to keep text under 100 words (400 characters) and usually in one paragraph

e. Try to only have one website link, link to University websites when possible and appropriate.

f. Try to minimize links to external sites. As much as possible we want to drive traffic to Louisiana.edu or ragincajuns.com websites.

g. Link to other Facebook pages in text by adding an @ symbol before the name of the business/org you are referring to. Facebook will automatically list pages that you can link to. Doing this lets that page know you are talking about them.

2. **EVENTS**. Schedule posts for broad-appeal events for the coming week on Saturdays and Sundays; usually no more than two per day. It is okay to post events during the week if needed.

   a. Events should be posted on Facebook by their host, and then other pages can share the original post. This allows the original site to answer any questions that are posted to its comment section.

3. **VIDEOS**. Unless a University department produces the video, watch it more than once. If in doubt, have someone else review to ensure that it is appropriate.

4. **LIKING COMMENTS**. Do not "like" your own posts. Remember that all your appear on your page's feed. It is useful to like comments and other relevant posts because your followers might then see it and can become part of the conversation.

5. **LIKING PAGES**. Like authentic University pages. Be careful sometimes they are not run by the department they claim, if you are unsure about a site's authenticity write them or notify Amy Windsor of the page (at socialmedia@louisiana.edu) so she can investigate.

6. **HOLIDAY CLOSING**. Schedule a message (with image) for holidays that the University is closed and wish safe/happy holiday or appropriate message.

7. **PAGE COVER**. You can change the your page's cover photo as often as you'd like or not at all. A good way to mix it up is to use your cover photo space to promoton special occasions or big messages. Facebook cover photos are sized at: 851px wide by 315px high.

EXTERNAL COMMENTS

Threats or suspicious posts:

Make a screen shot of the post to save the message. If you observe an imminent threat, report it to the University Police immediately (and your director).

Negative posters:

- Limit engagement. Try to reply only once (might have to let detractor have last word)
- Remove your emotion. Count to 10. Be very polite.

- Thank them for pointing out problem (if we were not aware) and let them know that proper department has been notified
- Correct inaccurate statements (if any)
- Provide a contact for future reporting of related issues (it also educates others)

Inappropriate comments:

Remove/hide any comment that

- advertises to sell a product or service, solicits, spams, or is overly repetitive
- seeks job applicants (direct them to Career Services), roommates, political actions or non-University donations
  - If people post jobs for students, copy the message and contact info and send to Kimberly Billeaudeau kra2760@louisiana.edu. Delete the post.
- is obscene, pornographic, sexually explicit, vulgar or violent
- harasses, abuses, threatens, demeans, intimidates, bullies, is deemed as stalking, or in any other way violates the rights of others
- is designed specifically to be off-topic or to elicit a negative emotional response or anger (trolling)
- is deployed by a user with an inappropriate profile image or name
- is fraudulent, deceptive, defamatory, misleading or violates any law or regulation
- contains foul language or in any other way is considered inappropriate
- boosterism for other universities (example of other)

Selecting "hide" for a comment will make the comment invisible to all users, except for the original poster and their friends.

Banning a poster:

If a user makes repeated inappropriate posts, ban them. Note banning a repeated user will delete all their previous posts, causing some confusion in previous exchanges, so use minimally. Treat an alum, parent, student or employee more cautiously; if you have a question on how to handle it, contact the University Social Media Strategist (Amy Windsor socialmedia@louisiana.edu or x2-2975). Spammers from outside the University community can be banned on first offense.

Filter block:

Set your Profanity Blocklist to "Strong." It blocks all suspected vulgar language. On a case-by-case basis, if the language meets broadcast standards and is not directed at someone, such as "that's damn exciting," or text is simply in all caps, then it is okay to unblock that post.