



Westcliff University's Social Media Guidelines

For Institutional, Departmental, & Organizational Use

The Westcliff Brand

Our university has many different audiences: students, faculty, staff, families, alumni, the Irvine community etc. Our brand is what these audiences think, feel and respond to when they see or hear our name. When posting on social media, we must embody our brand mission, pillars or core values and the personality traits of Westcliff as described below.

University Mission and Key Message

Westcliff University's institutional mission is to educate, inspire, and empower students from around the world to acquire the competencies to excel personally and professionally through practical, innovative, high-quality distance and campus programs.

Westcliff University Tagline

EDUCATE	INSPIRE	EMPOWER
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Brand Pillar (Core Values)

Integrity	Accountability	Social Responsibility	Global Citizenship
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Diversity & Inclusion	Collaboration	Compassion
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Personality Traits

- **Cultured:** we are a global institution and provide a diverse and inclusive university setting
- **Balanced:** we are fair, equitable and impartial
- **Caring:** We go above and beyond to ensure student success
- **Practical:** we use, teach, and believe in practical and applicable teaching and learning
- **Visionary:** we are persistent in achieving our personal, professional, academic goals

Colors

Color	Name	Pantone	CMYK	RGB	HEX
	WU Logo Blue	648 C	100 90 35 32	0 39 90	#00275A
	WU Dark Blue	7692 C	100 74 25 8	0 78 129	#004E81
	WU Medium Blue	7461 C	89 50 9 0	2 115 174	#0273AE
	WU Light Blue	7689 C	80 36 1 0	25 136 199	#1988C7
	WU Golden Yellow	114 C	3 9 86 0	251 220 62	#FBDC3E

Applying the Brand

The Westcliff University Name

- Name choices begin with the institution: are we Westcliff University or WU? Our acronym is short and easy to remember. However, there comes an advantage in contemplating our university logo with our full, formal name. Spelling out “Westcliff University” reminds the reader that we are a prestigious university, which is especially helpful for international audiences.

Branding

Social media branding guidelines are meant to help our followers instantly and easily recognize our accounts as officially associated with Westcliff University. The graphic identity of an account that meets Westcliff's social media branding standards is:

- **Consistent:** Profile pictures, or avatars, should be the same across platforms. For example, your profile picture on Facebook should always match your profile picture on Instagram or Twitter. Your audience will come to recognize your account by your profile picture so it should rarely, if ever, change. Cover photos, the horizontal images across the top of most social media profiles, should also match across platforms. Cover photos can be changed on a regular basis according to current events happening in your area of social media coverage or something more general, such as the seasons.
- **Visual:** Profile pictures and cover photos should consist of images (a photo or text-free logo) instead of words. Text on a profile picture is too small to see on a mobile device, which is often what your audience uses to access your content. Including the name of your department, unit, or group in your profile picture is also unnecessary because it's listed on your profile next to every post you publish across platforms. Cover photos are best as images as well. They show up differently on desktop and mobile, so text often gets cut off or covered depending on the device an audience member uses to access your social media profile.
- **Unique:** While your accounts should be unified in name, cover photo, and profile picture, no image should be the same as another account within the Westcliff social network. This will allow our audience members to differentiate between accounts and make it easier to find yours while scrolling through a feed.

Community Management

Interaction

Account managers should interact with other official Westcliff social media accounts and others within the University community through tagging, mentions, shares, comments, and retweets. Such interaction leads to cross-promotion, which is likely to increase awareness of multiple accounts among followers.



Filtering Comments

Westcliff University social media accounts promote interaction and conversation with - and between - their followers. However, there may be a point at which an audience member posts something inappropriate for the general audience. The account manager is permitted to delete user comments. Westcliff social media account managers are expected to avoid sharing posts that are off-topic, abusive, or contain profanity, personal political or religious views.

Use of Copyrighted Materials

Rights and permissions must be secured before posting, sharing, or distributing copyrighted materials including, but not limited to: music, art, copyrighted photographs, or texts, portions or copyrighted video of information considered proprietary by a University partner, vendor, affiliate or contractor.

Resources

Photo and Video Consent

Most Westcliff students sign a photo release when they enroll, giving permission to have their photo taken and published. Those who have not given permission may have placed FERPA restrictions on their records, so it's best to ask first. Do not take or share photos or video of children under 18 without written consent by a parent or guardian. Please contact the Westcliff University Office of Student Affairs to obtain photo and video consent forms.

University Hashtags

For a list of University branded hashtags for events, campaigns, etc., visit the [Westcliff University Hashtag Directory](#).

Contact

Questions and requests for more information can be directed to the Westcliff University Marketing Department at media@westcliff.edu

Social Media Accounts Guidelines and Best Practices

These guidelines are designed to help Westcliff University employees, volunteers, affiliates, and consultants (e.g. creative agencies) in making appropriate decisions when managing and/or developing social media initiatives on behalf of the university. These guidelines are intended to complement existing university policy and ensure that all marketing aligns with the university's brand guidelines and values.

Guidelines for Creating a Social Media Account

Before creating a social media account for your department, team, or organization, please contact the Westcliff University Marketing Department at media@westcliff.edu. Westcliff University currently only has social media presence on a limited number of platforms.

Platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube

Guidelines for Social Media Engagement

- **Be confidential.** Be careful not to reveal confidential or proprietary information about Westcliff students, employees, or alumni. Adhere to all applicable University, federal and NAIA and Cal-Pac privacy and confidentiality policies. All employees and students are subject to FERPA, and other laws mandating the nondisclosure of personal information.
- **Protect Westcliff's name and logo.** The Westcliff University logo cannot be modified or used for personal endorsements, and the Westcliff name cannot be used to promote a product, business, cause, political party, or candidate.
- **Respect Others.** Social media sites are designed for two-way communication, and content contributed to social media sites may encourage comments or discussion of opposing ideas. As an administrator, you can and should respond when relevant, but consider how your response may reflect on you, your department, and the University. If you are unsure about posting something or responding to a comment, please ask your supervisor or contact the Westcliff University Marketing Department. You may remove comments libelous or offensive by the standards of the Westcliff community, but do not censor posts with which you personally disagree. Also, avoid criticizing other people and

institutions. Doing so may alienate you from your audience, reflect poorly on Westcliff or escalate into a conflict.

- **Stay accurate.** Get the facts straight before posting them to social media sites. When possible, link back to the original source. Review content for grammatical or spelling mistakes. If you make an error, correct it quickly and visibly.
- **Remain transparent.** Be honest about your identity. Because no individual organization's social media site represents all of Westcliff, clearly link pages, account names, images, and content to a particular department or unit within Westcliff. If you choose to post about Westcliff on your personal time, please identify yourself as a Westcliff student, faculty, or staff member. Never hide your identity for the purpose of promoting Westcliff through social media.
- **Be safe.** Be cautious of “phishers”. Phishing is an attempt to gain control of a personal or institutional social media site by deceiving a user into revealing the account’s username and password. Monitor your social media sites carefully to ensure you notice quickly if an unauthorized person gains access-- the larger your audience, the more tempting your site becomes a target.
- **Connect thoughtfully.** Connecting to other social media members and sites builds credibility and community but could also give the unintended impression that your site endorses a certain cause, group, or person. Consider carefully who you “friend”, “follow”, link or allow into your site and to what extent you will allow comments. Help the Westcliff community stay connected by linking back to the Westcliff homepage and other Westcliff social media sites. When possible, link to a Westcliff news source instead of an outside source.
- **Create accounts with your departmental westcliff.edu email address.** If you are setting up social media accounts on behalf of your department then be sure to add your shared departmental westcliff.edu address as an administrator. This will ensure a successful transfer of administrative power if and when you no longer are responsible for updating the account.

Guidelines for Social Media Best Practices

- **Plan first.** Consider messages, audiences, goals, and your strategy for keeping information timely. Some audiences may be on one social media platform and not another, and some sites provide more flexibility than others. It is time-consuming to maintain more than one social media site at a time so choose carefully. Creating an

editorial content calendar can also help organize postings and ensure you won't forget to post new content.

- **Assign responsibility.** When possible, identify a full-time appointed employee responsible for the social media content and monitoring. If responsibility is not assigned, new content might not be posted, and this could negatively impact your social media profile and audience. As your social following grows, you will also need someone familiar with your content to attest what is and isn't working for your audience.
- **Interact with your audience.** Social media is meant for two-way communication. Nobody likes a robot that only spits out content but does not reciprocate communication. People Google or read the news to get information, but people visit social media sites to interact with other people. Welcome new audience members, personalize your response to comments, or follow up with a posting with a question about the content. Engaging with your members will also make your profile(s) more valuable to them and keep them coming back.
- **Monitor comments.** Most people who maintain social media sites welcome comments--it builds credibility and community. On some social media platforms, you can set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.
- **Protect your identity.** While you want to be honest about yourself and your organization, don't provide personal information that scam artists or identity thieves could use against you. Don't list personal information such as your home address, or telephone number. Be aware of "phishers" or those who might try to hack your account, and reset your password in the event of a breach. Always log out of your account when using public computers.

Do's & Don'ts



SOCIAL MEDIA GUIDELINES


DO'S




Keep Westcliff branding consistent.



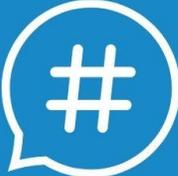
Be professional and courteous. Avoid poor grammar and spelling.



Use compelling imagery and share valuable content.



Interact with your audience and followers.



Use approved Westcliff University hashtags.

Contact us at media@westcliff.edu



SOCIAL MEDIA GUIDELINES


DO NOT'S


Don't over post.
We recommend posting at most, up to 3 times per day.

Don't post, share, or engage with any political content.

Don't post, share, or engage with religious content.

Don't post, share, or engage with inappropriate images.

Don't use or engage with an inappropriate undertone or profanity.

Contact us at media@westcliff.edu



Social Media Guidelines - User Agreement

This confirms that I have received and reviewed the Westcliff University Social Media Guidelines. I understand that it is my responsibility to read and become familiar with the branding policies. Furthermore, I understand that failure to adhere with the Westcliff University Social Media Guidelines and marketing policies can result in further disciplinary action with Westcliff University.

Name: _____

Email: _____

Signature: _____ **Date:** _____