

SOCIAL MEDIA POLICY

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| Title: | Social Media Policy |
| Policy Number: | GA 51/08.18 |
| Effective Date: | |
| Issuing Authority: | Development - Communication and Alumni Relations Office |

1. RATIONALE

At a university with so much to share and with the emergence and ever growing use of social media, RHU has created a presence on a wide range of social media platforms.

By using online social media, the University can:

1. Better extend its brand and presence in mediums used extensively by current and prospective students, faculty, and alumni.
2. Communicate with various constituents through new media applications.
3. Collect, synthesize, and analyze information, perceptions and discussions about the University in ways that are actionable and constructive.
4. Enable a free flow of ideas, communications, and inquiries among diverse audiences including current students, prospective students, faculty, staff, alumni, and other members of the RHU community or the broader public.

2. POLICY

RHU Official Social Media Platforms

Social media is the collective of online communication channels that allow people to share or exchange information, ideas, opinions, and pictures/videos in virtual communities and networks. Websites and applications dedicated to forums, microblogging, and social networking are among the different types of social media.

RHU Development - Office of Communication and Alumni Relations is responsible to establish, administer, and develop RHU social media presence across multiple social media platforms. Following are RHU's **official social media platforms** established to date:

Social Networks:

- Facebook: <https://www.facebook.com/RHU.Lebanon/>
- LinkedIn: <https://www.linkedin.com/school/rafik-hariri-university/>
- Google+: <https://plus.google.com/u/0/b/103311341588801136325/+RhuEduLb99>

Microblog: Twitter: https://twitter.com/RHU_Lebanon

Online Video: YouTube: <https://www.youtube.com/channel/UCCxI1bhK562SYd6KmPu1buQ>

Online Audio: Soundcloud: <https://soundcloud.com/rhu-lebanon>

Photo Archive: Instagram: <https://www.instagram.com/rhu.lebanon/>

RHU Development - Communication and Alumni Relations Office has also created a number of official community groups on Facebook and LinkedIn:

RHU Official Alumni Group on Facebook: This is a closed group for RHU alumni only. Anyone can find it and see who's in it. However, only members of this group can post and like and comment on other members' posts. All RHU Alumni are invited to join this group to stay informed about the alumni and university activities and communicate with their fellow alumni.

RHU Official Alumni Group on LinkedIn: This is a closed group for RHU alumni only. Anyone can find it and see who's in it. However, only members of this group can post and like and comment on other members' posts. This is the official LinkedIn Group for Rafik Hariri University (RHU) alumni. RHU uses this platform to primarily share job vacancies with RHU alumni.

Rafik Hariri University Admissions Group on Facebook: This is an open community support group meant for new students who intend to join RHU. By joining this group prospective students can ask questions and interact with RHU and with one another. RHU will be using this platform to share information related to admissions, registration, events and activities, keeping prospective students and their parents updated until they are well settled in their classes by the end of September. This group will be jointly managed by the RHU Communication, Coop and Career Services, Registrar, Admissions, and Student Affairs Offices.

Rafik Hariri University Coop Training Program Group on Facebook: This is an open group for all RHU students who enroll in the Co-op program. RHU will be using this platform to share information related to Coop and `Coop students to have a sharper focus on their training and career choices.

RHU Official Hashtags

Hashtags that need to be always used in posts related to RHU: #RHU #rafikhaririuniversity

Hashtags that can be used as appropriate: #RHUNews #RHUEvents #RHUintheMedia #RHUProud #RHUAlumni #RHUCaresMore #RHUAthletics #RHUGrad #RHUFounderDay #RHULegacy #RHUCampus

Expectations for Appropriate Employee Conduct on Social Media

- When communicating in the public internet about RHU or RHU-related matters, mention RHU.
- Contribute to reinforcing the RHU reputation as a quality higher education institution
- Avoid sharing intellectual property or RHU news from personal social media accounts
- Never post discriminatory or offensive content and commentary
- Correct or remove any misleading or false content as quickly as possible
- Respect confidentiality of community members
- Don't like, share or promote a competitor's page or page content unless they are in agreement with RHU

Social Media Presence for University Constituents

Purpose

All RHU constituents, colleges, societies, or clubs who wish to have their own social media presence should consider the following:

Considerations

What is your primary message? This is probably the most important question. Social Media is all about connecting, not simply pushing a message. You must be willing to listen to your audience and engage in a manner that is relevant to them.

Who are you trying to engage? Figuring out who is the audience helps determine which platforms is best (i.e. Facebook, Twitter, Google+, LinkedIn, Instagram, etc.).

What do you need to accomplish? Social Media is not just another tool to send out news about your department or promote an event; Social Media requires daily maintenance and a desire to engage with others.

Do I have enough stories to share and enough time to keep the platform updated?

Qualification

You qualify for social media presence if you are a college, department, office or group affiliated with RHU and if your social media presence serves these purposes:

- Boosts RHU's brand awareness.
- Strengthens loyalty between the University and its constituent groups.
- Adds relational value to RHU community and the bigger national and international community.
- Serves the university's marketing and public relations needs.

Procedure

1. Seek approval from your unit on the purpose, content, strategy of your social media platform
2. Seek approval from RHU Communication and Alumni Relations Office on the media and strategy
3. Adhere to the following branding guidelines:
 - Include in the official name of your social media platform the name of Rafik Hariri University example RHU Environment Club
 - Clearly state your account's connection with RHU
 - Ensure that the icon and/or profile image complies with applicable University branding standards. This icon and/or profile image can be a photograph related to your account's entity or an approved logo
 - When using RHU logo use it appropriately
 - Use profile pictures, cover or header photos of high quality and size
 - Use visuals that make sure that the university is instantly recognizable
4. Use "RHU" official hashtags consistently to encourage familiarity with the university brand (refer to RHU official hashtags)
5. Assign an administrator who can regularly monitor postings and content
6. Communicate the contact information of your administrator to RHU Development - Communication and Alumni Relations Office
7. Make sure your social media account is accessible to a designated RHU staff at your department

Once the above steps are developed, the RHU Development - Communication and Alumni Relations Office will consider your social media platform as *officially registered* and will announce this on RHU website and the RHU official social media outlets.

Concerning YouTube, RHU has only one official YouTube Channel. All RHU departments can have their own playlists in that channel. No department can create their own channel.

The Office is not responsible for departments that do not officially notify the Office of their social media presence.

Good Standing Guidelines

Any page, or group affiliated with RHU is required to adhere to the following good standing guidelines.

- Comply with RHU mission, vision and policies
- Comply with approved applicable University branding standards
- Obey the Terms of Service of any social media platform employed
- Keep the page current and updated
- Reinforce the university reputation as a quality higher education institution
- Remain professional and respectful in tone and in good taste
- Be responsible for what you post and always secure necessary approvals
- Refrain from using hate speech, personal attack, violence or harmful behavior, sexually explicit content, religious issues or politics. Do not post and do delete such related content
- Refrain from posting confidential information about RHU community members
- Maintain transparency and accuracy
- Respect copyright and fair use when posting
- Aim for standard times for postings and updates. Be careful when you update infrequently
- Follow a 24 hours blackout on social media upon any major instability event in Lebanon or upon the death of a member of the community or a friend to show respect to the feelings of the community
- If you make a mistake, admit it. Be upfront and be quick with your correction

3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of each RHU student, faculty and staff member to familiarize themselves with RHU University Social Media Policy relevant to their area of work, and execute their responsibilities in reviewing petitions and completing forms accordingly. This policy will also impact our external audience.

4. RELATED DOCUMENTS

- > University Communication Policy
- > University Media Policy
- > University Strategic Handbook 2015-2020
- > University Brand Identity Guidelines
- > University Catalogue

> APPROVAL AND REVIEW

OFFICER RESPONSIBLE: VP for Development

AUTHORITY: University Administrative Board

POLICY REVIEWED BY:

EFFECTIVE DATE:

REVIEW DATE: As needed

REVISION HISTORY:

RELATED POLICIES: All University Policies and Procedures

FINAL APPROVAL BY THE PRESIDENT:

Signature:

Date: