



FAR EASTERN UNIVERSITY

Corporate Affairs

Date: August 26, 2016

To: Institute Deans, Associate Deans and Academic Managers

Through: [REDACTED], SVPAA

From: [REDACTED] VPCA

Subject: Social Media Guidelines

We have received requests from Institutes and offices that they be given social media access to interact or connect with their students and/or interns here and abroad for use as a tool for promotions and announcements, among others.

While we agree with all the reasons for online access, we request that the following guidelines be observed.

All students, recognized student organizations, faculty and staff managing the FEU social media channels must be registered with the Corporate Affairs Office as the overall coordination of the marketing and communication FEU channels for official FEU accounts. We will be monitoring all official accounts from time to time. Each of you are also encouraged to observe the following social media guidelines.

1. Be accurate

- a. Make sure you have all the facts before you post.
- b. Double check everything.
- c. If you commit an error, correct it quickly.
- d. Provide links for sources and always acknowledge and cite them.

2. Maintain confidentiality

- a. Do not post confidential information about FEU, students, faculty, alumni or staff
- b. If uncertain about the appropriateness of the material to be shared on social media, check with the unit head or the concerned department.

3. Observe copyright

- a. Secure a copy of the FEU brand manual for logo permission and standards.

4. Post acceptable content

- a. Use correct grammar and write in complete sentences.
- b. Spelling matters. Remember, you represent FEU.



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- c. Post items that interest your audience.
 - d. Keep in mind that you are posting on behalf of FEU, and not your personal self; keep your personal views separate.
 - e. Stay focused. Do not post about trending internet memes, photos or videos unless related to the university.
- 5. Value privacy**
- a. When posting photos or videos, ask the permission of those involved. For reference, see Annex A for the Photo Release Form Guidelines for Students.
- 6. Make it easy for people to find you**
- a. Choose a recognizable profile picture.
 - b. In the section describing your account, include a statement that acknowledges your affiliation with FEU.
- 7. Be timely and interact with the users**
- a. Create a management system and assign at least two content managers to keep the social media account active and up-to-date.
 - b. Post updates regularly or several times a week. Keep it simple; do not overload your updates, because followers will stop paying attention.
 - c. To increase engagement, include visual content like photos or videos whenever possible.
 - d. Link contents back to www.feu.edu.ph to drive traffic to the FEU website.
- 8. Customize posts for the social media outlet you are using**
- a. It is fine to post the same topic in different social media outlets provided each is tailored for different audiences.
 - b. Do not just link updates or posts automatically from one social media account to another.
- 9. Track your success**
- a. Analyze and organize your content and improve your account by looking into the analytics section of your page.
 - b. Track posts that users respond to positively and negatively for improvement

For further questions about social media at FEU, please contact the Corporate Affairs Office at marketing@feu.edu.ph or cevasco@feu.edu.ph.