Social Media at UNCW

Purpose
The purpose of this document is to set forth guidelines and best-practices for the establishment, participation and presence of UNCW units on social media networks, including, but not limited to, blogs, Twitter, Facebook, LinkedIn, wikis, social networks, virtual worlds or any other social media community, administered by UNCW staff and/or faculty and representing a campus unit in an official capacity.

These guidelines help UNCW effectively promote and protect the university and assist campus units in creating and managing their respective departmental/unit accounts. Note: These guidelines do not apply to non-university or personal social media accounts. (See the disclaimer language on page 5.)

All views and comments posted by users are the responsibility of the account administrator. UNCW students, faculty and staff acting in an individual capacity should exercise caution in their social media communications and clearly express that they are not acting in a representative capacity for the university nor expressing the views held by the university.

Introduction
Standards for effective social media usage will evolve as technology and innovation change. As a result, University Relations (UR) has developed a step-by-step process to help you launch and maintain your respective social media accounts. These guidelines are the collective wisdom of respected online and industry sources, adapted to our university culture. These resources include:

1.   UNCW social media account types
2.   UNCW policies and guidelines affecting social media
3.   Frequently asked questions
4.   Social media strategy development
5.   Social media best practices
6.   Tips for dealing with negative posts
7.   UNCW graphics for social media
8.   How to open accounts
9.   Links to terms and conditions for specific social media
10.   UNCW social media directory

Descriptions of common social media platforms
There are hundreds of different types of social media plans. While the following is not an exhaustive list, it does address the most popular sites.

Facebook - an online social utility that connects people and organizations with friends and others who work, study, live and engage around them. People use Facebook to keep up with friends, to share links, to share photos and videos of themselves and their friends, and to learn more about people and organizations. Besides personal Facebook

accounts, there are accounts for businesses and organizations. Check out the chart, from Facebook, comparing Facebook Pages and Groups.

How are Pages different from groups? Which one should I create?

English (US)

Basics » Explore Popular Features » Facebook Pages

Expand All · Share

▼ How are Pages different from groups? Which one should I create?
Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Other differences include:

Pages

- **Privacy**: Page information and posts are public and generally available to everyone on Facebook.
- **Audience**: Anyone can like a Page to become connected with it and get news feed updates. There is no limit to how many people can like a Page.
- **Communication**: Page admins can share posts under the Page's name. Page posts appear in the news feeds of people who like the Page. Page admins can also create customized apps for their Pages and check Page Insights to track the Page's growth and activity.

Groups

- **Privacy**: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience**: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication**: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

Depending on your needs, you can easily create a Page or create a group.

LinkedIn - a business-oriented online social utility that allows users to strengthen and extend one's existing network of trusted contacts. People use LinkedIn to keep informed about business contacts and their professional interests.

Twitter - a micro-blogging and social utility service that allows its users to send and read messages known as tweets, which are text-based posts of no more than 140 characters. People use Twitter to share and view links, pictures, videos, opinions, news, professional information, personal status and more.

Blog - an online site short for "web log" that allows an individual or group to share a running log of personal insights, writings, events, videos, photos, news and more. There are numerous platforms and software that can be used to create and manage a blog,

but some of the more popular ones are WordPress, Blogger, TypePad, Moveable Type and Live Journal.

Ning - an online service that allows individuals and groups to create, customize, and share social networks built around common interests.

MySpace - an online social utility that connects people, artists and organizations with friends, fans and others who work, study, live and engage around them. People use MySpace to keep up with friends, to share links, to share photos and videos of themselves and their friends, and to learn more about people and organizations. MySpace content often is related to the entertainment industry (i.e. music, movies, television etc.)

YouTube, Vimeo - video sharing websites on which users can view, upload and share videos and comments on other's videos.

Flickr, Picasa - photo sharing websites on which users can view, upload and share photos. These social media sites are popular places for storing photos that are linked to and from blogs and other social media utilities.

Pinterest - a website pinboard on which users can view, upload and share photos, websites, blogs and more. When you pin something you like, it links back to the original site.

Foursquare - lets friends know your location and let you see their locations. It is a geo-location service. Users also collect points, prizes and "badges."

Wikis - a content management system for sharing information. It allows wiki community members to share and edit information about common interests. Entries in wikis may include documents, audio and video

MMORPG (massively multiplayer online roleplaying game) - also known as MMOs or MMOGs, these are roleplaying games (RPGs) where players are simultaneously involved in a virtual world. Users create a virtual character and use avatars to interact with other players. World of Warcraft, City of Heroes and Second Life are popular examples of these RPGs. UNCW has an island in Second Life; more information may be found on the ITS website at http://uncw.edu/itsd/learning/SecondLife.html

Skype or other Voice Over Internet Protocols (VOIPs) – According to Wikipedia, Skype is a software application that allows users to make voice calls over the Internet. Calls to other users within the Skype service are free, while calls to both traditional landline telephones and mobile phones can be made for a nominal fee using a debit-based user account system. Check with UNCW's ITS before downloading or using Skype.

1. UNCW Social Media Accounts Types

There are four types of university-related social media accounts:

- **Institutional accounts:** these represent the official university social media communication venues. Such sites are created and managed by University Relations administrators. No additional administrators outside University Relations can be can be added without the (written) permission of the executive director of University Relations or his/her designee.
  - Facebook: http://www.facebook.com/uncwilmington
  - Twitter: http://twitter.com/#!/uncwilmington
  - YouTube: http://www.youtube.com/user/uncw

- **University-recognized departmental/unit accounts**: these represent official university units and have full-time university employees assigned to administer the account. University units associated with a recognized account are responsible for the content, and it is the responsibility of the account administrator to oversee the content and dialogue.

- **Student organization accounts:** these represent student organizations that are affiliated with the university and/or choose to incorporate the university's visual identity standards in their social media venue. They are required to fully comply with the university's social media guidelines and visual identity standards.

- **Unaffiliated accounts:** these represent groups of users with a common interest and identification with the university, such as incoming freshmen who may create a Facebook group to establish connections prior to attending UNCW, a residence hall grouping (Smith Hall Breakfast Club), etc.

Procedures and Guidelines for University-Recognized Accounts
University-recognized social media accounts are listed publically at www.uncw.edu/mac/socialmedia/sites. This access allows users to network with other departments and organizations using social media tools and to leverage UNCW's brand among recognized accounts. It also allows for a smooth transition among site administrators and gives unit leadership appropriate oversight in managing their university recognized site.

- To become a university-recognized social media account, complete the form at www.uncw.edu/mac/socialmedia/register and submit to UR for inclusion on the site.

- All applications for university-registered social media accounts are required to request graphics assistance from UR. If no graphic assistance is needed, departments/units must submit the profile image/avatar to each account during the registration process for UR to ensure that UNCW branding standards are upheld.

- All social media accounts recognized by UNCW must have at least two UNCW employees as administrators, preferably including the department chair or unit head, at all times to ensure adherence to these guidelines.

  When an account administrator leaves the university or no long wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another UNCW employee to be the account administrator and update the site's registration. If there are any problems in identifying an administrator or deleting a social media account, contact University Relations.

- It is strongly recommended that each university-recognized departmental/unit account include this disclaimer regarding content and opinions contained on the site:
  "The views expressed on this page do not necessarily reflect the views of the University of North Carolina Wilmington."

- The university reserves the right to remove or cause the removal of any content for any lawful reason, including, but not limited to, content that is deemed threatening, obscene, in violation of intellectual property rights or privacy laws, or otherwise inappropriate, offensive, injurious or illegal.

  Administrators and department chairs or unit heads are responsible for managing and monitoring the content of their respective social media accounts, including the removal of content that may violate the social media's respective terms and conditions.

  The request for removal of such material may arrive at the direction of a department head, dean, vice chancellor or the executive director of University Relations or his/her designee.

The executive director of University Relations or his/her designee is responsible for administrating these guidelines. UR staff manages the day-to-day application process, updates the official university social media directory as needed and is available to provide input and assistance in university outreach and training on these guidelines and best practices.

2. UNCW Policies and Guidelines Affecting Social Media

University representatives using social media should consult the following guidelines before opening a social media account.

Confidentiality and Privacy
www.uncw.edu/generalcounsel/LTFERPA.htm
www.uncw.edu/policies/employee.html

Family Education Rights and Privacy Act (FERPA)
www.ed.gov/policy/gen/guid/fpco/ferpa/index.html

FERPA is federal legislation that restricts the type of information that universities can release about a student's education record. Information that is considered to be "directory information" can be released. "Directory information" includes information contained in the education records of a student that would not generally be considered harmful or an invasion of privacy if disclosed. Typically, "directory information" includes information such as name, address, telephone listing, date and place of birth, participation in officially recognized activities and sports, and dates of attendance.

University Logos and Photos
www.uncw.edu/marketingcommunications/documents/VisualIdentityGuidelines.pdf
www.uncw.edu/marketingcommunications/photouse.html

Responsible Use of Electronic Resources
www.uncw.edu/policies/documents/07.100_Resp_Use_of_Elec_Resources0807.pdf

Representation of a University Department
www.uncw.edu/marketingcommunications/documents/VisualIdentityGuidelines.pdf

Copyright, Intellectual Property and Disclaimers
www.uncw.edu/generalcounsel/LTcopyright.htm

Copyright websites at the **University of Texas**, **Stanford University** and **Columbia University** provide relevant information.

Web Identity Standards
www.uncw.edu/webstandards

Harassment
www.uncw.edu/guidelines/documents/02.200_Unlawful_Harassment.050605.pdf

3. Frequently Asked Questions

What are the benefits of having a UNCW-registered social media site?
- It will be listed on the UNCW Social Media Directory, which is aimed at driving users to your account.
- It will receive a legal disclaimer that states it is a UNCW-recognized account.
- It will be connected to UNCW's main profiles on Facebook, Twitter and YouTube.
- You will have access to university created and approved icons and social media designs that can be used and adapted for individual schools, colleges and programs.
- You will have access to time-sensitive information in the event that community-wide communications is required, such as emergency information.

Who should apply to register?
- Any UNCW college, department, group or program wanting to maintain a social media presence with a university affiliation.
  - At least one UNCW employee must be registered as the account administrator for the purpose of identifying the accounts' point person and to provide continuity. As a best-practices suggestion, UR recommends two staff members have access to the social media account(s).
  - It is recommended that the UNCW employee who intends to serve as one of the account's administrators complete and submit the online application.

How long does it take to become recognized by UNCW?
2-3 business days

Should existing social media accounts be registered with the university?
Yes. In order to be officially recognized by the university, an account must be registered. www.uncw.edu/socialmedia/register

Does UNCW's social media guidelines apply to my personal accounts on Facebook, Twitter, etc.?
No. The guidelines only apply to accounts that represent the university in an official capacity. As with any public forum, university employees are responsible for their statements.

As protected by the First Amendment to the U.S. Constitution and by the N.C. Constitution, Sec. 14, Freedom of Speech and Press, each member of the university community has the right to freely express his/her views on any subject. However, in exercising these rights, the resources of the university cannot be used. Engagement in personal social media activities by university employees should be conducted independently of their university employment and at times when such activity does not interfere with employment obligations to the university.

UR recommends employees use their best judgments and suggested best practices in using social media sites and follow the terms of use set forth by the respective user

agreements governing usage of each social media sites.

What's the difference between a profile image and an avatar?
None. They are the same, however they are displayed differently. A profile image is displayed on the actual profile page. An avatar is a smaller version of the profile image shown on comment threads.

Once my account is active, how can I best maintain it?
- Make sure you have a clear strategy and are committed to maintaining your social media site(s).
- Do NOT simply put a student worker in charge of it and then let become inactive once the student leaves the unit.
- Cross promote like crazy.
- Be sure to give people a reason to keep coming back.
- The more frequently you update your site, the better so people visiting it will have something new for them when they get there.
- Link from icons on your website.
- Customize your Facebook URL and put it on printed materials.

4. Social Media Strategy Development

- **Find the right people.** Your account is only as good as the people responsible for populating, maintaining and monitoring your social media presence. Do they have skills and time? List the team members. Which permanent employee(s), preferably two individuals, will be ultimately responsible for the accounts upkeep? Avoid relying only on students.
- **Identify measureable goals.** Why do you want the account? What do you hope to accomplish? Do you want to launch a campaign, advertise an event, promote your department or communicate externally or internally?
- **Identify your audiences.** With whom do you want to communicate? Donors? Alumni? Supporters? Other? Target your groups and prioritize them. What behavior change do you want as a result of interacting with your social media account?
- **Content matters.** Do you have the right content and the right quantity of content to elicit a conversation with the audience you want. What will be the content that will drive the conversation? Who will be the content provider?
- **Engage, stick around, come back for more.** Social media is all about conversations, not monologues. What is the writing style with your social media venue? Conversational? Phrases? Text messaging? AP style? Base it upon the venue, subject matter and most importantly, your audience. Remember, it's not about you. Ask questions to elicit a dialogue.
- **Include social media accounts in other marketing venues.** Define your goal and list promotions tactics, for example, "We will list our Facebook URL on all print materials and our website."
- **Define and measure your success.** What do you hope to gain? How will you know when you have it? Is it to increase website traffic? To have a more energetic

interaction with prospective students? Reach out to new colleagues internally and externally? Define your success, how you'll measure it and what are the tools to measure it, such as Google Analytics?

- **Conduct an evaluation.** Evaluate your account(s) based on the above plan. Remember, social media is not a project with an end date. It's an ongoing effort. Tweak as you go. Regular evaluation with a scheduled timeline also should be part of your effort.

5. Best Practices

Employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies regarding contracts and conflict of interest, as well as polices and guidelines for interacting with students, parents, alumni, donors and other university constituents apply in a social media context just as they would with professional and personal interests. Employees are fully responsible for what they post to the university-recognized social media sites.

Representing a personal opinion and leaving the impression that the opinion is endorsed by the university or any of its organizations is strictly prohibited. University name or marks may not be used to endorse any opinion, product, personal business, cause or political candidate.

While the university is committed to the protection of academic freedom, it does not regularly review content posted to social media sites. The university retains the right to remove content on institutional university-recognized social media, for any lawful reason, including, but not limited to, content that is deemed threatening, obscene, in violation of intellectual property rights or privacy laws, or otherwise inappropriate, offensive, injurious or illegal.

- **Be transparent.** Be honest about your identity. If you are authorized by your supervisor to represent UNCW in social media, say so. The keys to success in social media are being honest about who you are, being thoughtful before you post and respecting the purpose of the community where you are posting.

  In December 2009, the Federal Trade Commission implemented regulations requiring bloggers and those who write online reviews to reveal if they have been compensated in any way—a free copy of a book, dinner, complimentary admission—or have a relationship to a company, product or service they review. Already a "best practice" for most bloggers, such disclosure is now being enforced and should be a consideration for any social media posts.

  A good resource about transparency in online communities is the Blog Council's "Disclosure Best Practices Toolkit" at http://blogcouncil.org/disclosure/.

- **Be accurate.** Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction

later. Cite and link to your sources whenever possible. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

- **Be respectful.** You are more likely to achieve your goals or sway others to your opinions if you are constructive and respectful.

- **Consider your audiences.** Social media often span traditional boundaries between professional and personal relationships. Use privacy settings to restrict personal information on otherwise public sites. Choose profile photos and avatars carefully. Be thoughtful about the type of photos you upload.

- **Think before you post.** Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if a post is deleted.

- **Maintain confidentiality.** Do not post confidential or proprietary information about the university, its students, its alumni or your fellow employees. Use good ethical judgment and follow university policies and federal requirements, such as FERPA.

  If you discuss a situation involving individuals on a social media site, be sure they cannot be identified. As a guideline, don't post anything that you would not present at a conference.

- **Respect university time and property.** University computers and your work time are to be used for university-related business. It's appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should maintain your personal sites on your own time, using non-UNCW computers.

6. Tips for Dealing with Negative Posts

An effective social media community will produce some negative posts, which can be opportunities for your program. If handled well, the opportunity created through good discussion can build authenticity, credibility and trust. Some may require a team response.

Also remember that staff of traditional media outlets, for example, newspaper or TV reporters, often browse social media sites for story ideas. Controversy sells, and as such, you should be aware that negative reactions to your postings may result in media calls from traditional media outlets – newspaper or TV. When that happens, consult with UR about how best to handle those media inquiries.

When there is a negative post, what should you do?
- **Take a deep breath.** It's important to be calm, thoughtful and strategic when dealing with a negative post. The person who wrote the post is often upset and may have launched a personal attack; never respond in kind.

- **Analyze.** You'll want to have a conversation, either publicly or privately, with members of the university community. It's fruitless to try to have a conversation with a "rager" (the social media term for a person who is chronically angry) or a "troll" (the term for people who enjoy stirring up trouble). You can usually tell the difference by looking at other posts by that person.

- **Confirm facts.** Make sure you know the facts and current university guidelines and procedures related to the post. Contact a supervisor in the affected area. He or she may have handled similar issues before and can help you craft a response.

- **Sympathize; consider whether to apologize.** Often people who are upset simply want to know their complaint has been heard. Saying, "I'm sorry that you're unhappy. How can I help?" can go a long way toward turning a complaint into a conversation. An apology conveys that the university has done something wrong. If a mistake was made, then an apology is appropriate.

- **Consider going offline.** In many cases, the person who wrote the post will be willing to talk with you if you provide your work email address. This is important to preserve people's privacy or to get all the facts before finding a resolution. If you and the person work out a solution, consider whether to add a post that you successfully resolved the situation.

- **Say "Thanks."** Social media depends on conversations to thrive. And, one of social media's great strengths is its ability to help identify issues. It's good practice to thank people for their posts, even if their post is a complaint or otherwise negative. Use judgment here; you don't want to thank someone for posting something that violates social media protocol, but saying thanks is a way to underscore the university's commitment to personal attention and civil discussion.

- **Clarify.** Sometimes social media posts are so brief that they can be misunderstood. Make sure your intent is clear. You also may want to be sure you understood the intent of the person who posted in response to your post; if the person seems really upset or the topic is sensitive you may want to have a conversation offline.

- **Monitor.** Often a broad, hostile statement draws no attention at all. Keep an eye on it, and if no conversation develops, leave it alone. You may want to contact the person privately to see if you can provide assistance.

- **Let your group help.** Frequently, other members of your social media community will spontaneously rise to the defense of your postings with supporting-arguments and other useful information. Allow time for this to happen.

- **Use the channel's rules.** Every social media channel – Facebook, YouTube, etc. – has rules in its Terms of Service regarding hate speech, harassment or

discrimination, etc. Cite these rules when you remove such posts and, if necessary, block repeat offenders altogether.

7. UNCW Graphics for Social Media

The university has created a family of icons that can be used and adapted for individual schools, colleges and programs. Please contact University Relations for assistance in customizing these icons or if you want to use the official UNCW marks or any variation of them.

Social media icons can be added to email signatures and linked to a university-recognized social media account. The following icons, located on the UR social media page, are optimized for use in email signatures.

Facebook

Flickr

Skype

Twitter

Vimeo

YouTube

8. How to Open Accounts

Facebook Fan Page
To set up a Facebook fan page for your department or program, secure the approval of your department chair or program manager.

To create a fan page, you'll need to have a Facebook account. You can set up this account with your university email account (remember that fan pages keep your personal account information private) or with a group mail account (mydepartment@uncw.edu). If no departmental email address exists, the department head will need to request one from the Technology Assistance Center. Do not set up the account without having a university email address.

Go to www.facebook.com and click on "Create a Page." Select "Company, Organization or Institution" and follow the prompts to set up a new account.

The university has created a family of icons that can be used and adapted for individual schools, colleges and programs. Please contact UR for assistance in customizing those icons or if you want to use official UNCW marks or any variation of them.

Unlike your personal Facebook page, remember that you will be speaking not just for yourself, but also as a representative for a department or unit. Include a statement on the page that states you reserve the right to remove any inappropriate content. Discuss with your supervisor before proceeding.

Now you're ready to start adding items to your fan page. Here are some ideas to help you build your fan page:
- Avoid sending too many updates to your fans.
- Highlight new Facebook features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.
- Mention when your website is updated, whether it's new photos, an upcoming event, etc.
- Add links to your department's website, your email signature, e-newsletters and other department communications to encourage traffic to your department or organization's website.
- "Favorite" other Facebook pages that have topics similar to those posted on your Facebook page.
- Encourage two-way communication.
- Monitor comments on your Facebook wall daily; respond to those that warrant it. Delete those comments that include personal attacks, vulgarity or racial/other slurs, etc. However, do not delete comments simply because they are critical of something you have posted. Instead, respond either on the Facebook wall or directly to the individual with additional information.
- Ask staff and co-workers to "Share" or "Post" to your Facebook page. Ensure their comments also follow the guidelines above for professional university communications.
- Include your social media information in promotional material developed and disseminated by your department. Include it on your department/unit website.
- Include a link to your Facebook page in your email signature.

Flickr
- Confirm that there isn't already a flickr account in use by your department.

- Secure the approval of your department chair or program manager. Keep in mind that the page will become an official communication piece of the department/unit, and as such, it should follow all the guidelines regarding professionalism, confidentiality and decorum applied to any such communication. Unlike your personal flickr account, remember that you are a representative of your department or unit, as well as the university.

1. Go to www.flickr.com, and click on the button that says CREATE YOUR ACCOUNT.

2. Flickr requires a Yahoo! ID. It is advisable that you set up an alternate email for your Yahoo! ID using a group mail account (mydepartment@uncw.edu).
3. Once you've set up your flickr account, go to www.flickr.com, and log in with your user name and password.
4. For the screen name of your account, choose something that will clearly identify your department, unit or organization. This is what will be displayed at the top of the page when visitors go to your flickr site.
5. Now you're ready to start adding photos to your flickr account. Here are some ideas to help you get started:
   - Avoid uploading **too** many photos. Try not to upload photos that are extremely similar. For any given event / album – only upload the **best** photos.
   - Tag and organize your photos, and create sets and collections. If you tag and organize photos as you upload them, it makes long-term maintenance much easier.
   - Include a link to your flickr page on your department/unit/organization's website, or better yet, include a badge that displays your most recently- posted photos (build your badge here: www.flickr.com/badge.gne). Anytime you post a new photo, it will automatically show up on your website.
   - Link your flickr account to your facebook and Twitter accounts . . . or post a new message or tweet anytime you've posted a new album.
   - Monitor comments on your flickr wall daily; respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial/other slurs, etc. However, do not delete comments simply because they are critical of something you have posted. Instead, respond either on the Facebook wall or directly to the individual with additional information.
   - Include a link to your flickr in your e-mail signature.
   - Include your flickr page in promotional materials.

Twitter
1. Go to http://twitter.com/ and click on "Sign up now."
2. For "Name," give the name of your department, unit, organization or program.
   o Next, choose your username – this will become part of your Twitter address and also will be how you are identified when tweeting and responding to tweets. Choose a username that clearly identifies your department or program. Examples: UNCWEnglish; UNCWHistory, etc.
   o For email, use a group mailbox that several members of your department or program can check if possible, rather than your personal email address.
3. Next, click "Settings" and fill out that information. Under the one-line bio, include brief descriptive text about your department or program, and a link to your department's website.
4. For a picture, the university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact University Relations for assistance in customizing those icons.
5. Before you start tweeting, build the list of those you will be following. Seek out other university accounts, other accounts for people and programs in your field, and others

who are tweeting about keywords that are relevant to your interests. Read, retweet (RT) and respond to these tweets to begin building your online network.

6. Start tweeting! Remember, Twitter is a conversation, not a megaphone. Use yours not only to share interesting news and information about your program, but also to share news from other sources, to respond to and ask questions and to get to know your audiences better.

7. Consider using an app. There are many free online applications that make updating and monitoring your Twitter presence much easier. Check out TweetDeck (http://www.tweetdeck.com), Tweetie (http://www.tweetie.com), HootSuite (http://hootsuite.com) for starters.

8. There are some standards actions / conventions in Twitter with which you should become familiar.
   - Reply – Reply to someone else's tweet. Your reply will also show up on your Twitter stream.
   - Retweet – One of the best ways to engage with the community on Twitter. Retweeting means you are sharing someone else's tweet on your Twitter. A retweet is formatted by adding RT in front of the @ sign and the other person's user name, followed by the original content of their tweet.
   - URL shortener: URL shorteners are free online services that take a long URL and reduce it to just a few characters – and are highly important when you're limited to just 140 characters. Examples are bit.ly and ow.ly and tinyurl.
   - Hashtags: Hashtags are keywords added to a post prefaced by the # symbol. Readers can click on or search for hashtag terms to read tweets just about that topic.
   - Include a link to Twitter in your email signature.
   - Include your Twitter name in promotional materials.

9. Links to Terms and Conditions for Specific Social Media

Follow the terms of service and conditions of your chosen accounts - Facebook, Pinterest, Twitter YouTube, Flickr, Skype, Vimeo.

10. UNCW Social Media Directory

UR has created a page to showcase the social media of UNCW-affiliated groups. **uncw.edu/mac/socialmedia/directory**

Contact UR to have your links added.