Social Media Guidelines

A Framework
Contact Online PR Officer, Matt Hurst with any queries on 0151 794 2026 or matt.hurst@liverpool.ac.uk

- **Let us know if you open a University social media account** – we can tie it into existing feeds, help you get started and plug your account with our existing followers.

- **Use University of Liverpool branding wherever possible** – find logos here: [https://www.liv.ac.uk/intranet/identity/logos.htm](https://www.liv.ac.uk/intranet/identity/logos.htm)

- **Our main existing Twitter feeds are @livuni (for students) and @livuninews (for all stakeholders)** – please try and build round this identity by prefacing your account name with ‘@livuni,...’. For example, the Centre for Lifelong Learning opened an account called @livuniCLL

- **Be aware of copyright issues if using others’ branding or images** – do you have permission to publish on your page? Always find out before doing so as copyright infringement could lead to legal action, even on social media sites.

- **Consider your style** – Twitter and other social media allow for more informal, chatty communication so don’t be afraid to approach your messages in this spirit. Sometimes you may need to write in a purely utilitarian way and this is fine too. But always write in the first person, for example ‘We are hosting a debate..’ rather than ‘the University of Liverpool is hosting a debate..’

- **Try and build a niche** – don’t be tempted to tweet general University news if it isn’t connected to what you do. This will avoid duplication of messages and also ensure your followers are getting the information they started following you for.

- **Respect others’ privacy** – don’t post private information about individuals, particularly staff members.

- **Be accurate, but don’t try to hide your mistakes** – when appropriate, use references to back up your message. If you make a mistake don’t try to hide it, simply update the page with a correction. Everybody’s human, humans make mistakes and social media users like to feel they are communicating with humans, not automatons.

- **Always be courteous, even if you don’t feel like it** – even though social media can feel like an informal chat, remember that you are representing University of Liverpool in a public space. Anything you put out can be seen and it may not be
possible to remove it. Think twice about how you post content if you are feeling angry. If you are unsure how to respond to any criticism, contact Matt, or another member of the Corporate Communications team, for advice or support.

- **Don’t irritate users with promotional spam** – social media users can be a cynical bunch and will see through excessive bombardments of marketing or advertising material. Weight your messages appropriately - will your post interest or irritate?

- **Be honest** – don’t hide your identity if you are posting anything to do with the University of Liverpool on another website or social media platform. If you do, and others find out who you are, the University’s reputation on that site is likely to be damaged.

- **Encourage comments, and be responsive** – interaction between you and your visitors will hopefully build a community, and help generate trust.

- **Deal with negative feedback** – see above. If users do post complaints or have other problems, follow them up positively and quickly. But don’t go overboard; be honest, transparent and concise, and have faith in your online community to back you up.

- **Monitor all comments** – check your platform regularly and make use of tools that email you whenever anything new appears. Use your discretion to remove advertisements, spam and comments that are hateful, obscene or defamatory

**Personal Use**

- Make it clear your views are your own, and do not use University of Liverpool branding