



SOCIAL MEDIA GUIDELINES AND BEST PRACTICES

Goals

1. Increase awareness of our organization, staff, services, events, spaces and resources.
2. Listen to, communicate with and engage users to build community.
3. Support and align with the [core values](#) and [strategic map](#) of University of Arizona Libraries (UAL).
4. Support and align with the Marketing and Communications department plan.
5. Complement the UA brand.

Channels

Since adopting social media in 2013, UAL has cultivated multiple platforms. The social media manager in the UAL Marketing and Communications department oversees the following:

- Facebook
 - Primary account (facebook.com/uazlibraries)
 - Special Collections (facebook.com/uazspeccoll)
- [Twitter.com/uazlibraries](https://twitter.com/uazlibraries)
- [Instagram.com/uazlibraries](https://instagram.com/uazlibraries)

UAL also has the following channels, which are managed by the Digital Media Producer.

- [Soundcloud.com/uazlibraries](https://soundcloud.com/uazlibraries)
- [Vimeo.com/uazlibraries](https://vimeo.com/uazlibraries)
- [Youtube.com/user/UAZLibraries](https://youtube.com/user/UAZLibraries)

Account access

The social media manager is a member of UAL's Marketing and Communications team. When the social media manager is unavailable, the Marketing Manager serves as a backup. In certain circumstances, other staff can be granted editing access for the duration of events.

Audiences

As part of the UA's mission to serve the community, UAL uses social media to communicate with:

- Students
- Faculty and staff
- Researchers
- Donors
- Public
- Alumni
- Industry peers
- Higher education professional organizations

Content creation and curation

The social media manager plans content on an editorial calendar. Priority is given to events that are submitted to the Marketing and Communications team in advance.

Frequency

The social media manager posts to Facebook, Instagram, and Twitter daily (Monday-Friday). This:

- Helps the Libraries remain visible in our followers' feeds
- Establishes expectation with our followers

The social media manager also schedules posts using a social media management tool, such as Sprout Social.

Engagement best practices

- On Twitter, favorite tweets when @uazlibraries is mentioned
- On Facebook, Like comments when UAL is tagged
- When mentioning another department, tag them
- Direct or private messages: respond within 24 hours
- Check private messages and mentions or tags daily
- Look for new UA accounts (departments, clubs, organizations) to follow
- Social listening: follow hashtags and keywords in use by users
- Share user posts about the library when appropriate (must ask for permission first)

Hashtags

Use hashtags sparingly. They are best for specific campaigns and making our content discoverable on Instagram. Some popular examples for the UA and UAL include:

- #uazlibraries
- #WildcatTBT, #ThrowbackThursday, #TBT
- #BearDown

Branding

When designing graphics for social media, refer to the Graphic Elements, Color Palette, Typography and other resources on the [UA Marketing and Brand Management website](#).

Types of content

- Photos
- Video (native, YouTube, Vimeo)
- GIFs
- Links to our website promoting library events, news, information, resources and services

Size of images

Post high quality photography. However, smartphone photos are good for live postings or if they are submitted from staff.

Social media platforms frequently change the size requirements of images, so the social media manager must be aware of the latest changes or features of a platform. [See Sprout Social's Always Up-To-Date Social Media Image Sizes Cheat Sheet](#).

Voice and tone

Review the [UA Libraries Editorial Style Guide](#) and the [UA Marketing and Brand Management Style Guide](#) on writing for the web. Our tone is conversational and friendly, and while not advised for website content, social media posts can include exclamation points and emoticons/emoji.

Ownership of posts

Some organizations have a practice of attributing social media posts to a specific individual, usually the person who is serving as a social media manager or is a member of the social media team. On UAL social media, we don't attribute our posts to an individual. We post and comment as "UAL," but we may respond to direct messages by providing a first name.

Submitting content

Some of our best content comes from our own staff. Staff members are always encouraged to email LBRY-MarComm@email.arizona.edu with suggestions or content. Photos are welcome and will be used at the discretion of the social media manager.

Examples of photos that work well on social media include:

- Happy patrons using our services or collections, taken with permission
- Staff behind-the-scenes at UAL or at conferences
- Picturesque views of our spaces and buildings
- UAL events, workshops, and outreach

What we do not post

UAL only posts content that is related to our organization. We may post content created by other departments or organizations if they are relevant to UAL.

When posting on UAL social media, be familiar and comply with other [UA policies](#), including [the Information Security Policy](#). Also be aware of [the Arizona Board of Regents \(ABOR\) Code of Conduct](#), and the [Family Educational Rights and Privacy Act of 1974 \(FERPA\)](#), which protects student privacy.

When to remove content

User posts that violate university policies and our [core values](#) will be removed. These include, but are not limited to:

- Threatening, abusive, or obscene language
- Plagiarized or copyrighted material
- Commercial solicitations or spam
- Libelous statements
- Confidential information

A screenshot of the post will be taken before it is deleted.