



Wentworth Institute of Technology Social Media Guidelines

The following are guidelines for administrators who represent Wentworth Institute of Technology through social media. They were developed by the Marketing and Communications (MarCom) team, which oversees the University's official social media presence.

These guidelines provide tips for creating successful social media channels and for representing Wentworth Institute of Technology in an appropriate, authentic, transparent, and secure way. They also include cautions about potential pitfalls.

This page is an ongoing project; guidelines will be revised or updated as new social media platforms emerge, best practices evolve, or new concerns arise.

If you are a WIT social media manager and you have a suggestion or question, please email socialmedia@wit.edu.

Social Media: Defined

Need a little more help with the social media lingo? HubSpot put together a [list of social media terms and definitions](#).

And if social media is still new to you, check out some beginner's guides:

- [Constant Contact's Quickstarter Guide](#) (divided by channel)
- [Moz.com's Beginner's Guide](#)
- [HubSpot's Beginner's Guide to Instagram](#)
- [Social Media Examiner's Guide for Facebook Business for Beginners](#)
- [How to Get Started on Twitter](#)
- [Inclusive Language](#)

Be Transparent & Professional

Recognize that everything you contribute to or receive on social media is public. You're responsible for whatever information you post. The same professional standards expected of you on the job should be applied to your conduct when using social media. Post meaningful,

respectful comments that are relevant to Wentworth. Please—no spam, offensive or off-topic remarks. Use common sense and courtesy when creating social media content. If you have even the slightest doubt, ask if the content is appropriate BEFORE you post. If the public shares an opinion that you disagree with on a Wentworth-owned social media site, keep your response appropriate, professional and polite. Sometimes, it's best not to respond at all. Never comment on anything related to legal matters or pending litigation. Any advertising, promotion or endorsement of third-party products or services is not permitted.

Guidelines for Employees' Personal Use of Social Media

Personal communications made via social media are not exempt from the laws and regulations that govern personal liability across general and traditional forms of communication. Such communications should not indicate that you are speaking on behalf of Wentworth. You are responsible for what you post on your own site and on the sites of others.

Employees may, on occasion, utilize social media and the web for personal matters in the workplace. Employees may engage in incidental personal use of social media in the workplace so long as such use does not consume significant time or resources, interfere with operations and productivity, or violate university or department policies. A disciplinary or other review may be initiated if an employee's online activity violates law or Wentworth guidelines, or if the employee's non-official or unauthorized online activity otherwise subjects the university to liability for such acts. Employees must recognize that Wentworth reserves the right to monitor use of its computer systems.

Clearly identify your personal communications: In some cases, individuals maintain several social media channels, with some for personal use and others for official Wentworth business. Individuals must use care to separate the two uses and may not use Wentworth outlets to distribute personal communications. For transparency, employees who use personal social media channels to talk about work or Wentworth-related matters are asked to disclose their affiliation with Wentworth. Employees may consider adding a disclaimer to their social media accounts stating that their thoughts are their own. For instance, on Twitter, users can use the "Bio" field to note that the views and thoughts expressed are their own and do not reflect the views of Wentworth.

Image Sizes + Text Length [Updated for 2023]

Image sizes and text length are important when posting to social media. It can make or break your post. The Wentworth social media team adheres to these suggestions as much as possible to allow for the best results and the most engagement.

[SOCIAL MEDIA IMAGE SIZES](#)

[SOCIAL MEDIA CHARACTER COUNTER](#)

Keep Up with Social Media

Looking for a textbook on social media? It's hard to find one because social media changes quickly. Instead, look towards educational websites, blogs, and experts for the latest trends and newest social media platforms. Here are a few of our favorites: [HigherEdLive](#) | [Sprout Social](#) | [Social Media Explorer](#) | [Social Media Examiner](#)

Wentworth Brand Guidelines

Please refer to our [Brand Guidelines](#) and [Toolkit](#) on all matters related to visual identity, web standards and appropriate use of graphics and logos. If you have additional questions or need help, please contact socialmedia@wit.edu.

NOTE: This information is designed to help Wentworth students, faculty, and staff create and contribute to social media and to do so in a respectful, professional, and relevant way that protects the university's reputation and mission. We recognize the value of social media and encourage its participation.

Considering Social?

For those departments that would like to begin a conversation about social media we have put together the information below to help guide your decision.

Who should have a branded/official social media account?

If you are interested in bringing your department or initiative into the social space, it is recommended that you be a user personally on the platform you would like to use for your department or initiative. It's a good idea to become acquainted with the platform for yourself first so that you are familiar with the time and effort it takes to successfully run a platform, with how people and organizations communicate in the space, and so that you can effectively use it for your department and the Wentworth brand.

How do I determine if my department or initiative is ready for a social media presence?

Here is a list of preliminary questions to go over internally when you are considering a social media presence.

Organizational Questions

1. What do you think a social media presence can do for your department or initiative?
2. What are your goals for bringing your department or initiative to the social space?
3. In terms of providing content on social, what are you afraid of? What confuses you?

4. Are you already familiar with the social platform you are interested in launching?
5. Who approves the content before it's published?
6. How many people will be contributing content?
7. How do you engage and communicate with the various departments?
8. Does a distinctive goal for the content exist?
9. Who will be responsible for providing content and how often?
10. Do you have the time to commit to managing a social media account?

Audience Questions

1. How do you currently communicate with your audiences?
2. How often do you communicate with them?
3. Who provides the content for those communications?
4. What kind of content is provided for the audiences?
5. What do you ask your audiences to do? Do they do it?
6. How does your audience prefer to communicate with you?
7. Have your audiences ever requested specific content?
8. What types of content do you think your audience needs/wants?
9. How comfortable with social media is your audience?

Content Questions

1. What existing content do you have that you can share?
2. What type of content from others can you share with your audience?

3. What topics may you take advantage of to engage in discussion?
4. What topics are off-limits?
5. What is your capacity to produce content?

Additional Consideration

A successful social media community requires time. At Wentworth we have moved away from simply broadcasting information. Dedicated time for listening and engaging with our audience and followers has become a key part of our social strategy. If your department or initiative would like some coverage in the social space, but are unable to allot the time to build a successful presence, please reach out to socialmedia@wit.edu to discuss cross-channel promotional options!

Guidelines for Student Clubs and Organizations

Student and/or Student Organization Using Social Media Platform (e.g., TikTok, Instagram, Facebook, Twitter, TikTok, YouTube, etc.)

- Students and/or student organizations have the ownership of the social media platform and ability to manage the platforms. However, any content being posted or written shall adhere to the social media policy.
- Social Media pages maintained by student clubs are considered “unofficial” social media pages. Putting a statement in their profile announcing that all postings reflect their own personal opinions or their organization’s opinions and do not necessarily reflect the views of either the broader student population or of Wentworth Institute of Technology is strongly encouraged.
- Best practices for social media accounts should be considered. Best practices consist of widely recognized guidelines, ethical considerations, and conventions for creating successful social media campaigns and accounts. Visit each social media support site/page for more information.
- Be sensitive to posting confidential information. Never post student information, (including phone numbers, e-mail addresses, or student identification numbers) without explicit student permission.

- If college guidelines are violated or disregarded, or if a complaint is made concerning material on a student organization Web site and/or social media site/platform, the University reserves the right to act for the best interest of university, its faculty, staff, and students, which might include but not limit to suspend organization's activity, etc.
- Student clubs and organizations are strongly encouraged to have their advisor as an administrator on their social media page. If club leaders change or graduate, the club advisor can still grant access to new club officers and members.
- Be sensitive to which accounts your social media account follows and engages with. Your "follows" list can be interpreted as a statement of the values and sociopolitical positions of your club/org.

Being Social

Be Authentic

- Be open about your identity and professional affiliations.
- Keep deletions to a minimum; only remove content that is clearly offensive or spam.
- Admit mistakes and be upfront and prompt with corrections.
- Never post information that you do not have first-hand knowledge of. Post a link directly to the source of the information. For example, post a link to the National Weather Service for a weather alert.

Be Sensible

- When creating a username be prepared to stick with it. Some sites won't let you change a username once it is set.
- Check for accuracy before posting. Make sure you have proper permissions to post written content, images, and videos. Be careful not to post confidential information.
- Use proper etiquette – be constructive and respectful, don't speak poorly of other clubs, organizations, universities, or institutions.
- Be thoughtful about controversial or volatile topics. Many times, it may be best to leave them out of the conversation.

Be Vigilant

- Questions and concerns (as well as compliments) should receive quick responses: an appropriate goal is to respond within 24-36 hours, with shorter response times being even more desirable.
- Keep social media profiles/pages updated with fresh content. A good goal is at least one new post per week. If you are no longer able to maintain and monitor the page, assign the task to another club member or delete the profile/page.

Be Available

- All club profiles/pages should include a contact e-mail address (email address must be a department email and not a personal or individual one).
 - Example: WIT Sustainability / sustainability@wit.edu

Be Interesting

- Use a natural and conversational tone.
- Post a variety of content using multiple media (text, photo, video, poll questions, etc.).

For any additional social media needs or for questions about guidelines or best practices, please contact socialmedia@wit.edu.

Types of compelling content

- Stories of our Leopards, whether alumni, a current student, or a prospective student sharing their story as a Leopard helps to tell our story to prospective students.
- Highlight achievements: Faculty, students, or alumni!
- Connecting Wentworth Institute of Technology to the community: Showcasing our partnerships with other businesses or places.
- Enroll in Google Alerts: Share any positive content that pertains to Wentworth Institute of Technology.
- Post events for our community.
- Share other department's posts or the main Wentworth Institute of Technology posts to your own department account.
- Using hashtags on your posts: #WentworthInstituteofTechnology #LifeAtWIT

Inactive Accounts

Social media channels at Wentworth must be continually updated and monitored. Accounts that have been inactive for more than one semester are subject to deactivation or deletion.

Accessibility

Wentworth is committed to ensuring effective access to communications materials for all members of the university community, including individuals with disabilities.

- Visually impaired individuals and those with other disabilities may confront significant barriers when accessing certain information through social media. Accordingly, individuals who maintain social media on behalf of the university should take steps to reduce barriers to access for individuals with disabilities. For example, enabling screen reader compatibility, captioning and descriptive tags on images can help reduce barriers to accessing information for individuals with disabilities.
- It is important to keep in mind that APIs do not eliminate or resolve all accessibility challenges. For additional and more current resources on improving access to Wentworth-related social media and Wentworth websites for individuals with disabilities, please visit [Wentworth's Policies and Practices Toward Digital Accessibility](#).

Crisis Communications Protocols on Social Media

During large, medium or small-scale crises, Wentworth follows specific procedures to alert faculty, staff, students and other stakeholders, as outlined below:

- **Follow Wentworth's lead.** If the institutional channels are not posting about a crisis, neither should your account. Once something has been posted to Wentworth's institutional channels, you can share our message and add points that relate specifically to your audience.
- **Only post** emergency information that relates specifically to your school/unit/department (event cancellations, service disruptions etc.)
- **Only respond** to unit-specific queries on your channel (hours of operations, etc.)
 - Refrain from responding to general queries except to refer them to the RAVE emergency alerts posted on the Wentworth social media channels.

We also recommend that Wentworth social media accounts take the following steps in the event of an emergency:

- **Do not be insensitive.** Understand that we are not in standard business mode and pause all normal/scheduled social activity until the crisis has ended
- **Continue to monitor** your channels and immediately escalate any posts that need attention to Marketing and Communications directly, socialmedia@wit.edu.

In certain crises, Marketing and Communications may also email special instructions to Wentworth community managers. Be on the lookout and ready to assist when needed.

Questions?

If you have any questions about social media at Wentworth, please reach out to Michael Goodman, goodmanm@wit.edu.