



## Social Media Policy

### NODA, the Association for Orientation, Transition and Retention in Higher Education

*Guidelines, rules, and best practices for governing NODA social media accounts.*

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# NODA Social Media Guidelines

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Social Media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between personal voice and Association voice, NODA has crafted the following policy for the appropriate use of Social Media by association members, to ensure that these systems are used in an appropriate, productive and lawful manner in accordance with all other NODA policies.

Social Media sites have been established as professional resources for NODA members (and non-members) with the intent of facilitating Association business and networking among students, professionals and private business associated with the orientation, transition and retention of students in higher education. Examples include but are not limited to LinkedIn, Twitter, Facebook, YouTube, and Association related blogs.

Additionally, as with any conduct outside of NODA, staff, leadership and volunteers can be held accountable for conduct that negatively impacts NODA's core mission. This includes Social Media activities where members misrepresent themselves as volunteers or staff of the, inappropriately share information related to Association business, and/or post inappropriate statements/videos which may negatively impact the Association.

Social media is a great way to get members, and nonmembers alike, to engage online and learn about the Association. Volunteer participation is crucial to the success of NODA's social media accounts, especially on the regional and network level. The following guidelines have been established by the Association Office to streamline NODA's social media presence, and to ensure that all volunteers are utilizing social media to its full capabilities.

## Account Creation

Before any new social media account is created, we ask that volunteers first check with the NODA Association Office to see if an account has already been created for the NODA function that they would like to represent. The best way to do this is to fill out the [Social Media Request Form](#) found on the NODA website. If a social media account is created without first going through the correct channels, the NODA Association Office may disband it by reporting the account to the social media platform's governance department.

By using the same social media accounts every year, NODA retains its followers and gains momentum, rather than starting from scratch for every conference, or if a new volunteer leader starts a position. By going through the NODA Association Office for social media account creation, we are able to provide continuity from year-to-year, and grow NODA's social media presence in the process. NODA will not permit event-specific social media accounts to be created from year-to-year. Instead, the existing regional social media pages will be used to highlight regional conferences and drive-ins, and the association-wide accounts will be used to highlight the Annual Conference.

## Standard Social Media Accounts

Generally, NODA only uses Twitter, Facebook, LinkedIn, and sometimes the NODA YouTube channel. Other types of social media accounts can be created on a case-by-case basis, using the [Social Media](#)

Request Form on the NODA website. The standing NODA social media accounts that already exist are as follows:

### Twitter Accounts

Unit Represented	Handle	URL
<b>NODA (Main Account)</b>	NODAOrientation	<a href="https://twitter.com/NodaOrientation">https://twitter.com/NodaOrientation</a>
<b>NODA Region I</b>	NODARegion1	<a href="https://twitter.com/NODARegion1">https://twitter.com/NODARegion1</a>
<b>NODA Region II</b>	NODARegionII	<a href="https://twitter.com/NODARegionII">https://twitter.com/NODARegionII</a>
<b>NODA Region III</b>	NODARegion3	<a href="https://twitter.com/NODARegion3">https://twitter.com/NODARegion3</a>
<b>NODA Region IV</b>	NODARegionIV	<a href="https://twitter.com/NODARegionIV">https://twitter.com/NODARegionIV</a>
<b>NODA Region V</b>	NODARegionV	<a href="https://twitter.com/NODARegionV">https://twitter.com/NODARegionV</a>
<b>NODA Region VI</b>	NODARegionVI	<a href="https://twitter.com/NODARegionVI">https://twitter.com/NODARegionVI</a>
<b>NODA Region VII</b>	NODAR7	<a href="https://twitter.com/NODAR7">https://twitter.com/NODAR7</a>
<b>NODA region VIII</b>	NODARegion8	<a href="https://twitter.com/NODARegion8">https://twitter.com/NODARegion8</a>
<b>NODA Region IX</b>	NODARegionIX	<a href="https://twitter.com/NODARegionIX">https://twitter.com/NODARegionIX</a>
<b>NODA Grad Network</b>	NODA_GSN	<a href="https://twitter.com/NODA_GSN">https://twitter.com/NODA_GSN</a>

### Facebook Pages

Unit Represented	URL
<b>NODA (Main Account)</b>	<a href="https://www.facebook.com/NodaOrientation">https://www.facebook.com/NodaOrientation</a>
<b>NODA Region I</b>	<a href="https://www.facebook.com/NodaRegionI">https://www.facebook.com/NodaRegionI</a>
<b>NODA Region II</b>	<a href="https://www.facebook.com/NODARegionII">https://www.facebook.com/NODARegionII</a>
<b>NODA Region III</b>	<a href="https://www.facebook.com/NODARegionIII">https://www.facebook.com/NODARegionIII</a>
<b>NODA Region IV</b>	<a href="https://www.facebook.com/NODARegionIV">https://www.facebook.com/NODARegionIV</a>
<b>NODA Region V</b>	<a href="https://www.facebook.com/NODAAssociationRegionV">https://www.facebook.com/NODAAssociationRegionV</a>
<b>NODA Region VI</b>	<a href="https://www.facebook.com/NODARegionVI">https://www.facebook.com/NODARegionVI</a>
<b>NODA Region VII</b>	<a href="https://www.facebook.com/NODAR7">https://www.facebook.com/NODAR7</a>
<b>NODA Region VIII</b>	<a href="https://www.facebook.com/pages/NODA-Region-VIII/139251126145737?sk=timeline">https://www.facebook.com/pages/NODA-Region-VIII/139251126145737?sk=timeline</a>
<b>NODA Region IX</b>	<a href="https://www.facebook.com/NODARegionIX">https://www.facebook.com/NODARegionIX</a>
<b>NODA Grad Network</b>	<a href="https://www.facebook.com/NODA.GSN?ref=br_tf">https://www.facebook.com/NODA.GSN?ref=br_tf</a>

### Facebook Groups

Closed planning committees may have Private Facebook Groups (no open admittance) to make it easier to connect, and to enhance the volunteer experience. Examples of acceptable Facebook Groups are Annual Conference Program Committees and Regional Conference Planning Committees.

Facebook groups representing Association functions (i.e. Networks, Regions, etc.) are not NODA approved accounts, and will be asked to disband in place of the NODA Online Groups through the NODA Membership Portal (see Online Group section for information). Accessibility to other professionals in the orientation, transition, and retention field is a benefit of membership, and unregulated membership of Facebook Groups would detract from the benefit that dues-paying members have.

*\*Current NODA groups representing Association functions, such as regions and networks, will be disbanded as of Fall 2014.*

## **LinkedIn Page**

The NODA Association Office has one LinkedIn page, which represents the Association. At this point in time, we do not have LinkedIn pages or groups representing other NODA functions, due to a lack of demand.

## **NODA Online Groups**

NODA Online Groups currently exist at the Association level (all members, aside from Associate Members), and at the network and regional level. Online Groups are available through the NODA Member Portal, and are only accessible by current NODA members. Online Groups can be used to communicate with other NODA members via messaging, forum discussion, and blogging.

## **Social Media Account Access**

Access to social media accounts is a privilege of current NODA members who are serving in leadership positions. Access to social media accounts will be given to leaders at the beginning of their terms, and terminated at the end of their terms. NODA will have access to all social media accounts in order to help with granting access to the transfer of leadership rolls.

## **Regional Accounts**

Access to regional social media accounts will be given to the standing Regional Coordinator (RC) and the Regional Conference Host(s) (RCH). If additional access would like to be given to other regional volunteers, permission will have to be granted by the RC or RCH, and then the NODA Association Office can give access to them.

## **Network Accounts**

Access to network-specific social media accounts will be given to the standing Network Coordinators.

## **Association-Wide Accounts (Main Accounts)**

NODA will have access to the association-wide social media accounts. Access may be granted to volunteers on a case-by-case basis.

## **Twitter Access**

Account administrators are able to login to Twitter with a username and password. The password for NODA Twitter accounts will be changed yearly, and shared with the current administrators at that time.

## **Facebook Access**

Account administrators have different levels of access (see below). NODA will always serve as the Manager of a page, and volunteer leaders may never serve as anything higher than a Content Creator. This is a best practice by all organizations that utilize Facebook pages. See the diagram on the next page for specifics on Facebook administration levels.

	Manager	Content Creator	Moderator	Advertiser	Insights Analyst
Manage Admin Roles and Page Settings	✓				
Edit the Page and Add Apps	✓	✓			
Create Posts as the Page and Delete Posts	✓	✓			
Respond to and Delete Comments	✓	✓	✓		
Send Messages as the Page	✓	✓	✓		
Create Ads	✓	✓	✓	✓	
View Insights	✓	✓	✓	✓	✓

### Email Addresses Associated with Accounts

Generally, most social media accounts must have an email address associated with them. For NODA accounts, volunteer email addresses cannot be used. Instead, email addresses regulated by the NODA Association Office will be used so that if account information needs to be recovered, it can be easily obtained.

### Policy Oversight

The NODA Marketing, Communications & Membership Coordinator, or appointed designee, is responsible for overseeing the implementation of this policy. They will review all violations of this policy, including: (a) failure to represent the Association in a professional and responsible manner; (b) failure to comply with the disclosure process; and (c) failure to comply with the best practices outlined in this document.

Any member of the Association may report a violation of this policy their elected Regional Coordinator, a member of the Board of Directors, or the Association Office. Possible penalties for violating this policy include posted retraction of concerned content, public apology, or removal from elected or appointed positions (by majority vote of the Executive Board of the Association).

### Social Media Best Practices

#### Inappropriate Behavior

The following is a list of uses that are inappropriate when officially representing the Association with NODA’s name or likeness. When using Social Media that is accessible to others, elected or appointed leadership, volunteers and members may not engage in the following:

- Acting as a representative of the Association or acting in a way that would infer that one is acting for and on behalf of NODA when not authorized to do so (e.g., contacting the media or government officials, responding to complaints or questions about NODA business, etc.)
- Recording sound, pictures, or video of meetings, presentations or association activities without appropriate authorization/consent from participants.
- Inappropriately sharing confidential information related to Association business, such as personnel actions, internal investigations, or member information.
- Violating copyright/fair use policies and/or the Terms of Service of any Social Media platform employed.
- Violating NODA visual standards as presented in the *NODA Publications & Style Manual*. (A copy of this manual can be found on the NODA website at: [www.nodaweb.org](http://www.nodaweb.org).)
- Supporting or opposing a candidate for public office. This does not include authorized lobbying efforts for causes aligned with NODA's core mission.
- Accessing, sending, or soliciting messages or images that are sexually oriented, depict graphic violence, or which may offend or harass on the basis of race, color, age, marital status, sex, gender identity and/or gender expression, religion, national origin, ancestry, sexual/affectional orientation, disability, or veteran status, consistent with the NODA Non-Discrimination Statement.
- Using Social Media in ways that negatively affect productivity or otherwise cause distractions to the individual, his or her co-workers, and host institutions, otherwise known as "cyberslacking." University computers and time on the job are reserved for university related business as approved by your supervisor and in accordance with the policies of your institution.
- Unprofessional communication that negatively impacts NODA's reputation, interferes with NODA's core mission, or slanders members of the Association.
- Forwarding electronic or confidential messages without permission from the originator.
- Using Social Media designed for Association business for non-business-related personal requests.

Each individual utilizing one of these technologies is responsible for knowing the Association's expectations for appropriate use of Social Media as it relates to Association business.

### **Expectations for Appropriate Use**

***Develop a plan.*** NODA and volunteer leadership should consider their messages, audiences, and goals, as well as a strategy for keeping information on Social Media sites up-to-date.

***Protect the Association voice.*** Posts on Social Media sites should protect the Association's voice by remaining professional in tone and in good taste. No committee, network, region or individual member should construe its Social Media site as representing the Association as a whole.

***Protect the visual identity of the Association.*** Consider this when selecting a profile picture or icon, and selecting content to post—names and profile images should all be clearly linked to the particular region, network, committee or conference rather than the Association as a whole. The NODA name, logo, mission, or any other information owned by the Association should reflect the standards established in the *NODA Publications & Style Manual*.

***Be respectful.*** Anything you post in your role as a member of NODA reflects on the Association. Be professional and respectful at all times on your Social Media site. Avoid citing or referencing members, partners, etc. without their approval. Remember that NODA is an international association

whose members reflect a diverse set of customs, values and points of view. Do not use derogatory language, obscenity, or engage in any conduct that would not reflect well on NODA.

***Be transparent.*** Make it clear that you are utilizing Social Media in your role as a member, volunteer or leader of the Association. One of the great benefits of Social Media is that the individuals maintaining Social Media sites personalize large and complex associations like NODA. If you identify yourself as a member of the Association online, it should be clear that the views expressed are not necessarily those of the Association.

***Listen.*** Being a consumer of Social Media is essential to your ability to be a successful producer of Social Media content. “Listen” to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

***Be active.*** A Social Media presence requires diligent care and feeding. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to Social Media at this time. Your site is only as interesting as your last post – if that post is several months old, visitors will consider it mothballed.

***Be timely.*** One of the great benefits of Social Media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

***Think twice before you post.*** Privacy does not exist in the world of Social Media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the Association. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn’t say it at a conference or to a member of the media, consider whether you should post it online.

***Participate and engage.*** As a consumer as well as a producer of Social Media, offer comments on interesting posts and share the good work of others using your sites. Social Media is not (only) about sharing your news and success, it’s about sharing information that is of interest to your readers and viewers.

***Accept and monitor comments.*** A Social Media site without comments isn’t very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

***Be a valued community member.*** Don’t just talk about your program or department – share the best information you find from trusted sources outside of NODA. This will increase the value of your site and also will ensure you are a valued member of the community.

***Try to add value.*** Provide worthwhile information and perspective. NODA is best represented by its engaged members and volunteers and what you post may reflect on this. What you post should be thought-provoking and/or build a sense of community.



**Strive for accuracy.** Get the facts right before posting them on Social Media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the Association in any capacity. If you make an error, be up front about your mistake and correct it quickly. If you modify a post, make it clear you have done so.

**Logout.** Always remember to log out when finished using/updating a Social Media site.

## Student Affairs Hashtags

The # symbol, called a hashtag, is used to mark keywords or topics on social media accounts, predominately Twitter. Hashtags are created organically by Twitter users as a way to categorize messages. Creating a new hashtag does not need to be approved by the Association Office; creating hashtags for conferences can be a great way to create excitement around the event.

Below are some known Student Affairs hashtags that are currently in circulation:

Hashtag	Meaning
#acadv	Academic advising
#admissions	General discussions, tips, articles, and resources
#sajobs	Student affairs open positions
#sachat	Student affairs topics
#greeklife	Greek affairs
#highered	Higher Education
#olchat	College & university orientation topics
#sapros	Student Affairs professionals
#studentaffairs	General tips, discussion, articles
#satech	Student Affairs technology
#sawomen	Women in Student Affairs
#salive	Student Affairs professional development (webinars, podcasts, live-tweeting)

## Posting Frequency

Below are some suggestions for posting frequency:

**Twitter:** 5-14 times per day, from midnight to 10:00 p.m. Central Time, never more than once per hour; seven times per day on weekends, from 3:00 a.m. to 9:00 p.m., roughly every three hours.

This is just to illustrate the number of times that you can tweet without oversaturating your audience. Tweeting during events and conferences can be a great way to engage participants, and are times which you could get up to 14 Tweets per day. A Tweet is considered to be 'old' only 18 minutes after posting. Some leftover engagement may happen, but probably not much.

**Facebook:** 1-2 times per day, seven days a week, 10:08 a.m. and 3:04 p.m. Facebook posts' life cycle is approximately three hours long, much longer than a tweet, which is why posts should be more infrequent than on Twitter.

**LinkedIn:** Once per day – people usually check their LinkedIn at the beginning and end of a work day, so engagement is naturally far less than Twitter or Facebook.