



BAYLOR
UNIVERSITY

UNDERGRADUATE ADMISSIONS

Undergraduate Admissions Social Media Manual

Twitter: Launched 2012

Facebook: Launched 2015

Snapchat & Instagram: Launched Summer 2016

Account Information

ALL PASSWORDS WILL BE CHANGED AT THE START OF EACH SEMESTER FOR SECURITY PURPOSES!

TWITTER:

Username: beabaylorbear

Account Email: [person]@baylor.edu

Password: *****

Responsibility: [person name]

FACEBOOK:

Username: beabaylorbear

Administrator: [person]@baylor.edu or [person]@baylor.edu

Password: *****

Responsibility: [person name]

INSTAGRAM:

Username: beabaylorbear

Account Email: [person]@baylor.edu

Password: *****

Responsibility: [person name]

SNAPCHAT:

Username: beabaylorbear

Account Info: {Person's} cell #: ***-***-****

Password: *****

Responsibility: Committee made up of the Admissions Communications Social Media Specialist, Coordinator of Telecounseling, Coordinator of Visit Experiences, and Admissions Counselor(s).

Procedures & Responsibilities

Staff Committee:

The Coordinators will be tasked with selecting a diverse, dependable, and trustworthy group of students to represent the department on the social media platform(s), specifically Snapchat and Instagram Stories. At this time, other platforms (i.e. Facebook, Twitter) will be managed exclusively by the Admissions Social Media Specialist.

The Admissions Social Media Specialist will manage overall content outlines, serve as a liaison to the university's marketing team, provide marketing expertise, and address all direct messages and comments as needed.

The Admission Counselor(s) will oversee and manage counselor related posts and content.

Undergraduate Admissions Social Media Student Team:

These students will be expected to provide organic content that shares aspects of academic, student, and campus life that present **positive, informational, and biased-free** views of life as a student at Baylor.

It is expected that each student will:

- Use their personal tag (initials or assigned emoji) in all posts for identification purposes.
- Provide a minimum of 1 (one) snap per day not to exceed 2 posts.
 - Posts are not required on Sundays. On the Sabbath, we rest.
- Attend specific university events at the request of the admissions office for the purpose of sharing on the social media platforms.
- Provide creative campaign suggestions/ideas.
- Sign the "Social Media Policy & Guidelines for Student Workers/Recruiters" document and adhere to the outlined policies.

BAYLOR UNIVERSITY UNDERGRADUTE ADMISSIONS SOCIAL MEDIA POLICY & GUIDELINES FOR STUDENT WORKERS/ RECRUITERS

Representing Baylor University as a student worker/ recruiter is a privilege. Student workers in Undergraduate Admissions, including but not limited to Campus Visit Reps and Telecounselors, are held in the highest regard and are seen as an extension of our department. As student leaders you have the responsibility to portray our office, your University and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the goals and mission of Baylor University and Undergraduate Admissions.

Facebook, Twitter, Snapchat, Instagram, and other social media sites have increased in popularity globally, and are used by the majority of prospective and current students here at Baylor in one form or another.

Student recruiters should be aware that third parties - - including the media, faculty, university officials, and future employers - - can easily access our profiles and view all posted content some of which will include your image. This includes all pictures, videos, comments and posters that have been added. Inappropriate material found by third parties affects the perception of you, Undergraduate Admissions and the University. This can also be detrimental to a student worker's future employment options.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posters showing, or alluding to, the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses etc.
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posters that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is distasteful, insensitive, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another institution; taunting comments aimed at a student, faculty or staff member, or individual at another institution and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use).
- Information that is sensitive or personal in nature or is proprietary to Undergraduate Admissions or the university, which is not public information.



BAYLOR UNIVERSITY UNDERGRADUTE ADMISSIONS SOCIAL MEDIA POLICY & GUIDELINES FOR STUDENT WORKERS/ RECRUITERS

If a student worker/recruiter's posted content is found to be inappropriate in accordance with the above behaviors, he/she will be subject to the following penalties:

1. Written warning
2. A meeting with respective Coordinator (supervisor)
3. Penalties as determined appropriate by the Undergraduate Admissions, including but not limited to termination from his/her position.

For your own safety and the safety of our department, please keep the following recommendations in mind as you participate in social media websites on behalf of Undergraduate Admissions:

- You should not, under any circumstance, divulge private account information, such as the password, to anyone not associated with the account.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- You should log out following each post as to not risk the possibility of unwanted, unintentional posts.
- Your personal tag (initials/emoji) **must** be visible in all posts.
- Please refrain from stating personal or biased opinions on matters—social media accounts are for informational purposes only, not to perpetuate personal beliefs. This includes but is not limited to:
 - Negative or demeaning comments regarding faculty, staff, or university officials
 - Personal endorsements of a particular organization, event, or on-campus activity
 - Commentary on media reports whether fact or rumor
- You are not to respond personally to comments or messages posed on social media platforms that represent Undergraduate Admissions and should not open messages (i.e. Snapchats, direct messages, etc.) sent to the account unless given prior authorization from an admissions staff member. Your role is to simply provide content. The Admissions Communications Social Media Specialist will answer all questions as they come.

If you are ever in doubt of the appropriateness of your online content, consider whether it upholds and positively reflects your own values and ethics as well as those of Baylor University Undergraduate Admissions and the University. If you are not able to effectively determine the appropriateness of a post, please get prior approval from your supervisor. Remember, always present positive images and don't do anything to embarrass yourself, the department, your family or the University.

By signing below you affirm that you have received, read, and understand the Baylor University Undergraduate Admissions Social Media Policy and Guidelines for Student Workers/ Recruiters and the requirements that you must adhere to as a representative of the University. Also, you affirm that failure to adhere to this policy and guidelines may result in consequences that include termination from your position, and you may be subject to additional penalties imposed by the Student Conduct Administration.

Printed Name _____

Signature _____

Date _____



STUDENT-ATHLETE SOCIAL MEDIA STATEMENT OF EXPECTATIONS

TRAININGS

All Baylor student-athletes are required to attend an annual social media training presentation conducted by the athletics communications office. This training will also be supplemented by on-going social media coaching as-needed throughout the season.

GUIDELINES

Social media is the best way to tell your story and enhance your personal brand. Representing Baylor University and the athletics department is an honor and a privilege that comes with high expectations and responsibilities. Social media can be a huge asset to promote yourself and your team as well as connect with fans all over the world. Used irresponsibly, it can quickly destroy your reputation and future opportunities and tarnish the image of the university.

Baylor student-athletes who use social media should follow the below guidelines, which are set to encourage your use in a positive and responsible manner. Student-athletes who meet these expectations are eligible to have their accounts promoted on official Baylor accounts.

- **Every post must comply with NCAA rules and regulations.** Specifically, student-athletes must be familiar with the NCAA rules manual in regards to prospective student-athlete (PSA) interaction and must be aware of changes to the rules landscape. As a general rule, normal social interactions with PSA's are permissible, so long as they are (1) not related to the PSA's recruitment by any school -AND- (2) not at the direction of a Baylor staff member.

A general rule is to click, but don't comment. Liking or Retweeting a PSA's tweet is permissible, but quoting or replying to that tweet is not.

- **Always consider outcomes before posting.** If you see a potential negative outcome resulting in a particular post, communicate with your sport's athletics communications contact and review the potential post before sending it out.

- **Be confidential.** Injury updates should only be posted to official accounts. Never share details on the recruiting of prospective student-athletes. If you're unsure, check with your sport's athletics communications contact.

- **Baylor Athletics news should only be broken from official accounts** and original content such as uniform reveals should only originate from these official accounts. Student-athletes should only share these posts after they've been sent from official accounts.

- **Do not post negatively about opponents, the Big 12, the NCAA, officials, or anyone else.** Good sportsmanship is an important aspect of Baylor Athletics and it is expected at all times.

- **All engagement must be respectful.** It is recommended that you avoid posting about controversial subjects. All of our fans support Baylor, but views and beliefs on any topic (politics, etc.) will differ from person to person. We suggest sticking to facts that cannot be questioned, but if you choose to post about controversial topics, any engagement must be respectful.

- **Be conscious of the posts you engage with.** The content you retweet, like, comment on and touch in any way becomes visible to the public and represents you. Avoid engaging with posts and accounts/profiles that reflect poorly on you and Baylor Athletics.

- **When interacting with fans, media, etc., on social media,** be sure that the replies are accurate, and that it reflects the image your family would want you to portray. We encourage light-hearted fun on social media, but be mindful not to be offensive. Always be respectful to other users. Never engage in confrontational dialogue with any user on social media. Avoid the trolls at all cost – we recommend muting them.

- **Be active.** Social media can be an incredible tool, and we encourage your use of it to positively build your personal brand.

- **Be Calm.** If you are angry or passionate about a subject or after a loss, avoid social media until you calm down. Direct replies and posts are not private. Once you click send, it will live forever.

- **Coaching staffs for each sport will determine consequences.** Your coaches will enforce consequences if these expectations are not met. In addition, further developmental education and training may be required from office of the student-athlete success.

- **Cyber bullying or stalking are Clery Act reportable .** If you are accused or victimized of cyber bullying or stalking, these acts may be qualifying crimes under the Clery Act. If so, they must be reported to the Baylor University Police Department in order to remain Clery Act compliant.

PERSONAL BRANDING

By agreeing to the statement of expectations, you grant Baylor Athletics the right to promote your personal Twitter and Instagram accounts as deemed appropriate by the athletics communications and/or branding and creative services teams.

Violations of any of the above guidelines may result in the revoking of this privilege and/or other consequences as deemed appropriate by your coaching staff and the student-athlete success team.

ADDITIONAL SUGGESTIONS

The following items are NOT required but are highly encouraged to facilitate the successful development of your personal brand.

- **Use your name or nickname as your @name** to avoid confusion on the identity of the account owner.
- **Use your actual name as listed on the roster as your display name.** This helps to build your personal brand.
- **Your avatar or profile photo should be representative of you or your team.** It is recommended that it clearly identifies you. Examples are action photos, headshots or pictures of your uniform.
- **Beware of what accounts you follow.** Fans will often check to see what accounts you're following. Be sure that the accounts you follow would not reflect poorly on you. Never follow anyone who posts adult content or any accounts with offensive language in the name or bio.
- **Be a good teammate.** Stay away from posts that could potentially cause controversy or reflect poorly on your team, your teammates, your coaching staff, Baylor University or Baylor Athletics.
- **Consider your prior activity.** If you have questionable content on your account, even if it's from prior to your time at Baylor, there's a good chance that someone will find it. Delete any prior questionable content to avoid these potential issues.

By signing below, you agree to adhere to the guidelines listed in this Social Media Statement of Expectations.

Print Name

Signature

Date

Check here to authorize Baylor Athletics to promote your Twitter and Instagram accounts listed below.

Twitter Username (ex. @BaylorAthletics)

Instagram Username (ex. @BaylorAthletics)