

Santa Clara University School of Law Social Media Guidelines

Social Media have proliferated in the past few years, and the law school is now represented on many platforms. Our online presence has become an important part how we communicate, and will grow in importance as we expand on presence on YouTube, Facebook, Twitter and iTunes. The External Affairs Department and the Web team have put together guidelines and best practices that we would like all law school departments, centers and groups to follow.

1. Decide the best social media venues for your needs.

As you consider whether to create and maintain a blog, Facebook page, or other social media presence, you should start by determining your overall communication plan:

Who is your audience?

How can you best reach them?

Does the law school already have a presence that you can be a part of?

What are your communication goals?

What will your messages be?

How will you maintain the presence?

Do you have the resources needed?

Is the presence you are considering the most effective?

2. Determine if the established law school media presences meet your communication goals:

Facebook - <http://www.facebook.com/santaclaralaw>

- **Fan Pages:** Fan pages are good for representing the school as a whole and let us interact with a large number of stakeholders. The law school already has Facebook pages established. Our existing pages have large audiences that you can reach more easily than trying to build up your own fan base. We encourage all groups and departments to make use of the law school page to post announcements, events, photo albums, and videos. If you decide to create a fan page, please work with External Affairs on branding and linking issues. Before you create a new fan page discuss your options with Michelle, and consider adding her as an administrator, so she can assist you with any technical issues.
- **Groups:** Groups work well for active collaboration such as our Class of 2013 group for entering students. You might create a group if you are hoping to interact with a targeted audience.
- **Advertising:** If you are contemplating advertising on Facebook please talk with External Affairs about best practices and using the SCU Law brand.

Twitter - <http://twitter.com/santaclaralaw>

- Make use of the santaclaralaw twitter account when appropriate. You can send tweets you would like posted to Michelle Waters or David Holt. Or you can have your blog set up to directly send posts as tweets.
- You are encouraged to use the #sculaw hashtag in your tweets.
- Provide a link back to the law.scu.edu website or to a department page on our site.
- Define the audience you want to have follow you and post your tweets accordingly.
- Be sure you maintain your Twitter presence, but don't over do the frequency of your tweets.
- Link your posts to a Facebook page as appropriate.

YouTube - <http://www.youtube.com/SantaClaraLaw>

- It is important for the law school to have one central YouTube presence. Please meet with External Affairs to discuss options.

LinkedIn LinkedIn seems to be the most effective medium for reaching graduates.

- The law school has a robust alumni LinkedIn group that you may wish to access.
- Make use of the existing groups rather than creating a new one, unless you have a specific communication plan.
- Before you create another LinkedIn group, contact Michelle Waters so she can assist with the creation of another group.

3. If you establish or are responsible for a law school-related social media site, please be aware of the following:

- **Connection to the law school**
All official online presences should be tied back to the law school website so that users who happen across the social media site can easily get to the law.scu.edu website and so that search engines can find these external sites.
- **Contact information**
Any online presence should include information about who maintains the site and how they can be contacted.
- **Descriptive information**
Any presence should, when possible, identify its purpose and audience the presence serves.
- **Visual identity**
The presence should be readily identifiable as part of the law school and adhere to our graphic guidelines and usual branding.
- **Responsiveness**
Social media are meant to be timely forms of communication. We should strive to be accountable to our audience which means committing to regular updates, accuracy and responding promptly when appropriate.

- Professionalism
As an institution of higher education, our presence needs to meet the highest standards of usage. All posts should be edited accordingly

4. When you are accessing social media for personal use always use good judgment.

- Protect your digital footprint – comments may be preserved in the Internet for years/decades.
- Be respectful – Respect the interests and privacy of students and colleagues online.
- Seek approval before representing the law school – don't speak as a representative of the law school unless you truly have that role.
- Notify External Affairs – If you are creating a social media presence, let us know so we can coordinate our efforts.
- Respect Santa Clara's intellectual property – Get permission from External Affairs to use our logo and other images.
- Refer news media to External Affairs – If you are contacted by the media, they should be referred to External Relations or to Deborah Lohse who handles university media relations. As a courtesy, if your content is featured or you are interviewed, please contact External Relations so that we can promote the story.