

Worcester Polytechnic Institute

Social Media Guidelines

Purpose

As part of strategic university messaging and communications, the Division of Marketing Communications manages university social media pages/handles and collaboratively supports those departments, programs, offices, and initiatives that utilize social media platforms to speak to our primary audiences. The goal is to ensure that Worcester Polytechnic Institute (WPI) is accurately and professionally represented across social media platforms.

All WPI department, program, office, or initiative-related pages/handles (this does not include student groups and organizations) must be registered with Marketing Communications using this form ([webform](#)).

Once the registration form is processed, Marketing Communications will provide an official WPI social media icon for each page/handle.

Please note that official WPI handles reserve the right to manage comments, restrict or block users, and disable comments on posts, when deemed necessary by the social media team. While we strive to promote free speech, WPI will not tolerate unsolicited content that does not align with our values as an inclusive, diverse community.

Application

These guidelines apply to all social media accounts created by WPI employees for WPI messaging, business, and representation. WPI social media accounts that are registered with Marketing Communications will be included in the social media directory on [wpi.edu](#).

Summary

This guide defines the role social media plays in WPI's communication and messaging strategy. Official social media handles should reflect the brand experience for various audiences. The goal of this document is to guide WPI employees in creating and managing official WPI social media pages/handles that accurately and responsibly promote the university.

- Official WPI social media accounts must be registered with Marketing Communications.
- Only permanent WPI employees will administer WPI social media accounts.

Guidelines for WPI social media pages/handles

Page/handle set up

- To ensure proper redundancy and business continuity, WPI social media pages/handles must use a WPI email group. Pages/handles cannot be established with a personal email or one person's WPI email.
- The email group should have a minimum of two permanent WPI employees listed with access to the alias, including a member of the Marketing Communications social media team.

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- All accounts must have a minimum of two permanent WPI employees with administrator access.
- Page/handle names, email group names, and a list of those with access to the account must be on file with Marketing Communications.
- Passwords for access to pages/handles should be complex, tracked, and updated a minimum of four times per year. Although not required, it is strongly recommended that Marketing Communications have your password on file.

Guidelines for Comments

- WPI reserves the right to remove comments that are profane, in violation of privacy, or are otherwise deemed inappropriate.
- Be wary of engaging with “fake” social media accounts. If you suspect that an account that is branded WPI is not authentic, please contact the Marketing Communications at marketing@wpi.edu. You may also report the user to the platform through their channels directly.

Profile icons and cover photos

- Official WPI social media pages/handles must use a Marketing Communications–issued social media icon, which will be provided upon completion of the social media handle registration form ([webform](#)).
- This icon will ensure that WPI pages/handles can be recognized as official and can be engaged.
- Cover photos should be engaging in content, appropriately sized, and changed several times per year. WPI asset management system with photographs for cover images is available if you require a photo. Please contact photography-marketing@wpi.edu with your request.

Posting

One of the fun things about social media is that it’s social – fun, quirky, and authentic – all of which are very important to ensure success. But, pages and handles that represent WPI also need to be professional in look, tone, and content. On wpi.edu we strive to be confident, smart, global, and people-centered. Posting and sharing on social media should reflect these ideals.

- Please make decisions on social media posts the same way you would post on your university webpages. Refer to university policies (<https://www.wpi.edu/about/policies>) for more detail.
- WPI social media accounts also need to be aware of NCAA rules governing communication with prospective students. WPI social media accounts should not communicate with prospective student-athletes prior to a student’s enrollment in the university.
- Best practice is to stay away from controversial subjects or discussions that are not in line with university messaging communications.
- Humor, memes, etc., can be used to great effectiveness, but can also offend some in your audience. We suggest not using memes and being very tame with attempts at humor.

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- Word, images, videos, and graphics should illustrate WPI's robust community through respectful and inclusive posts.
- If your page/handle becomes engaged in a controversial matter or you have offended someone and you are unsure how to proceed, contact the social media team in Marketing Communications for assistance.
- Personal opinions on WPI social media pages/handles are not permitted.
- Post only content that WPI has the right to publish.
- You will be asked to remove posts that are profane, are in violation of privacy, or are otherwise inappropriate.
- You will be asked to remove posts that insult, mock, or appear to be offensive.

Crises Communications

WPI uses a layered approach of communications to reach the campus community in notification about emergency situations. Social media is one of the tools we use to send timely and accurate communications during a crisis. The following sites are considered the official primary social media sites during an incident:

- Facebook @wpi.edu <https://www.facebook.com/wpi.edu/>
- Twitter @wpi <https://twitter.com/WPI>
- Instagram @wpi <https://www.instagram.com/wpi/>

WPI employee personal social media pages/handles

WPI recognizes that many employees have personal social media pages/handles. Personal communications made via social media are not exempt from the policies and regulations that govern personal liability across general and traditional forms of communication.

The Division of Talent and Inclusion has established guidelines around the proper use of social media that can be found in the [Benefits & Policies Manual](#).

Requirements

Whether posting on a personal page/handle or on a WPI page/handle, all WPI employees must adhere to the following WPI guidelines when using social media for professional purposes:

- Acceptable Use Policy (<https://www.wpi.edu/about/policies/acceptable-use>)
- Business Ethics Policy (<https://www.wpi.edu/about/policies/business-ethics-policy>)
- Conflict of Interest Policy (<https://www.wpi.edu/about/policies/business-ethics-policy/conflict-of-interest>)
- Confidentiality Policy (<https://www.wpi.edu/about/policies/business-ethics-policy/confidentiality>)
- Copyright Compliance Policy (<https://www.wpi.edu/about/policies/copyright-compliance>)
- Editorial Style Guide (https://drive.google.com/file/d/0B4Iji852J50gc2tfZjdoQUgtYms/view?_ga=1.242103691.825671938.1467894862)

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- Equal Opportunity, Anti-Discrimination & Harassment, and Sexual Harassment (<https://www.wpi.edu/about/policies/equal-opportunity-anti-discrimination-harassment>)
- Federal Family Educational Rights & Privacy Act Compliance Statement (<https://www.wpi.edu/offices/registrar/policies-procedures/ferpa>)
- Health Services Privacy Practices (<https://www.wpi.edu/about/policies/health-services-privacy-practices>)
- Legal & Trademark Notices (<https://www.wpi.edu/about/policies/legal-trademark-notices>)
- Network Security Policy (<https://www.wpi.edu/about/policies/network-security>)
- Privacy Policy (<https://www.wpi.edu/about/policies/privacy-policy>)
- Student Code of Conduct (https://www.wpi.edu/sites/default/files/inline-image/FINAL%20Code%20of%20Conduct_with%20Table%20of%20Contents%20for%20Website.0_1.pdf)
- Use of Worcester Polytechnic Institute & WPI Name and Insignias (<https://www.wpi.edu/about/policies/wpi-name-insignias>)

External Social Media Guidelines

All content and posts are bound by the Terms and Community Guidelines for that service:

- [Facebook Statement of Rights and Responsibilities](#)
- [Twitter Terms of Service](#)
- [Instagram Terms of Service](#) and [Community Guidelines](#)
- [LinkedIn User Agreement](#) and [Community Guidelines](#)
- [YouTube Terms of Service](#) and [Community Guidelines](#)