



## **Holy Family University Social Media Guidelines**

These guidelines aim to provide support and guidance for Holy Family University departments, programs, and groups in creating and managing social media channels.

### **Social Media Development and Strategy**

For departments aiming to strengthen communication with current and prospective students and broader communities, social media can be highly effective. However, success requires a clear strategy and consistent management to maintain relevance.

### **Key Questions to Consider**

#### **1. Do you have sufficient content to maintain a social media channel?**

Successful Holy Family University accounts typically post on Facebook at least once a week, X (formerly Twitter) a few times a week, and Instagram once a week. If consistent posting is a challenge, consider collaborating with the primary Holy Family University accounts for promotions.

#### **2. What is the main goal of your page?**

Are you promoting your department, program, or service? Launching a campaign?  
Engaging students or the Holy Family University community?

### **3. Who is your audience?**

Defining your target audience helps strike the right tone in posts. Start by focusing on one social media channel, learning to engage and inform before expanding.

## **Guidelines for Creating a Social Media Account**

### **1. Select an Appropriate Profile Image**

Use an image (not text) that represents your account, such as a campus landmark or building. Do not alter the university's official branding or add unnecessary text. For visual consistency, consult the university's brand standards.

### **2. Include "Holy Family University" in the Account Name**

Including "Holy Family University" or "HFU" in your name adds credibility and helps followers recognize your affiliation with the institution.

### **3. Maintain Consistency with Account Naming**

Keep social media handles uniform across platforms. For example:  
[instagram.com/holyfamily\\_department](https://www.instagram.com/holyfamily_department) and [twitter.com/holyfamily\\_department](https://twitter.com/holyfamily_department)

### **4. Fill Out the Bio and Include Links**

Complete the bio or "About Me" section. Include a link to your website or department page to provide additional context for followers.

## **5. Create a Team to Manage the Channel**

It is recommended to have at least two people managing the account to ensure continuous content creation, comment moderation, and message responses.

Social media management may require occasional off-hours work.

## **Guidelines for Closing a Social Media Account**

### **1. Do Not Simply Abandon a Channel**

If your account is no longer needed, close it to avoid potential security threats.

Ensure any web pages or materials referencing the account are updated accordingly.

### **2. Notify Partners**

If your department has partnered with other units for digital marketing or web services, notify them of changes to avoid inconsistencies in ongoing efforts.

## **Facebook Page Administration Guidelines**

### **1. Responding to Questions and Comments**

Students and others may post questions on a wide range of topics. It's best to handle personal or private inquiries through direct messages to avoid violating privacy laws such as FERPA or HIPAA.

### **2. Posting Frequency**

To stay active as a Holy Family University social media account, you must post at least once a month.

### **3. Separate Personal and Professional Accounts**

Keep your personal and professional online identities separate. Avoid engaging with university-related content using personal profiles.

### **4. Moderating Comments and Posts**

Holy Family University encourages open dialogue but reserves the right to remove comments that violate university policies or social media platform standards. This includes comments that:

- Endanger community safety.
- Contain obscenities or harassment.
- Incite illegal actions.
- Violate intellectual property rights.
- Promote commercial transactions or political candidates.

### **Instagram Administration Guidelines**

#### **1. Think Before You Post**

Rather than having to edit or remove a post, double-check for spelling errors and ensure links are correct before posting. If you are uncertain as to whether a post is acceptable, contact [communications@holyfamily.edu](mailto:communications@holyfamily.edu).

#### **2. Who to Follow**

It is encouraged to follow other official Holy Family University accounts, faculty, and staff, as well as media relevant to your area.

By adhering to these guidelines, Holy Family University departments and organizations can maintain a cohesive, engaging, and professional social media presence. For further support, contact the university's social media team at [communications@holyfamily.edu](mailto:communications@holyfamily.edu).