

# Colorado State University

## Facebook Best Practices



### **What is Facebook and how can it be useful to my Organization?**

- Facebook, found at [www.facebook.com](http://www.facebook.com), is a social networking site that offers an ideal opportunity to showcase your department or group, encourage participation, network, and build recognition. CSU encourages the use of Facebook to connect with prospective and current students, staff, faculty, partners, and alumni. The following guidelines are intended to help Facebook users conduct their online activities in a successful, productive, and legal manner.

### **Group/Page Name**

- Establish a name that resonates with users and the University.
- Facebook has Pages and Groups – know which one will work for you.
  - Pages are accessible by the general public – they are searchable and can be seen by anyone even if they are not registered or logged in. Pages allow for applications and the opportunity to supply more in-depth information. There is no way to e-mail fans using a Facebook Page – notifications go to the Updates tab.
  - If you are planning on only inviting people who are registered Facebook users you know, choose a Group. Notifications to those in your Group will appear in their Facebook Inbox like an e-mail. If personal communication is your goal, forming a Group is a better option.
- Limit the description of your group's mission statement to one paragraph.



## Group/Page Administrators

- Choose administrators who are directly affiliated with the CSU office/entity/organization that is being represented through the Facebook account. Make sure at least two administrators are Colorado State University faculty/staff members.

## Policies

- Include Colorado State University's social media disclaimer provided to you when your application has been approved. Clearly state the social media disclaimer somewhere on the page. Adding the Extended Info application is a good example of a potential location to state the disclaimer.
- Follow Facebook's established terms and conditions.
- Establish a set of discussion board rules and post on the discussion board (i.e. administrators reserve the right to remove offensive/inappropriate content).

## Profile/Avatar Image

- Facebook enables the use of a large profile image (50x50 pixels).
- Use a program such as Irfanview to size images correctly and to scale.
- Refrain from using only the CSU word mark or Ram's Head logo as your account(s)'s profile image, as they tend to be overly used and lack individuality. The University encourages the creation of a profile image that reflects your CSU unit but allows for individuality as well.
- It is recommended to use a photo commonly associated with your organization as your profile picture. If desired, incorporate the CSU logo or your official CSU "unit identifier" into your profile picture. See [Tips for Creating Profile Images](#).
- Please see the [Communicator's Toolbox](#) for reference on using the CSU logo.
- Be careful not to stretch or distort the CSU logo or Ram's head in any way and do not modify the logo in any way.
- Ensure proper resolution of the logo.
- Green is the preferred color for the CSU logo or Ram's head, with black or white as an alternative.
- The CSU logo and Ram's head are trademarked materials. Any communication containing the CSU logo and/or Ram's Head must be approved by the Office of the Vice President of Public Affairs at 491-4179.
- If your unit is in need of an official unit identifier or if you would like help in creating an avatar/profile image for your social media accounts, please contact Natalie McCatty in CSU's Communications and Creative Services at 491-4179 or [Natalie.McCatty@colostate.edu](mailto:Natalie.McCatty@colostate.edu).

## Managing Groups/Pages



- Don't get defensive – use discretion when addressing negative comments and provide constructive feedback.
- Remove a post if deemed inappropriate or spam according to CSU's [Social Media Policy](#).
- Respond to questions or statements made by your fans by posting content on your own Wall.

## **Engaging Friends/Fans**

- Encourage open conversation. Allow your fans to freely post content and photos on wall posts and discussion boards.
- Avoid sending too many updates to your fans. A good rule of thumb is to send out one or two updates per month.
- Highlight new features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.
- Utilize Facebook's many applications to make your page more dynamic. Add photos, videos, discussion boards, RSS feeds, etc.

## **Promoting Groups/Pages**

- Add links to drive traffic to your department or organization's website. When editing Detailed Info, include links to other CSU websites on Twitter, YouTube, LinkedIn, etc.
- Become a fan of other CSU pages.
- Request that staff and co-workers "Share" or "Post" your Facebook page.
- Include a link to your Facebook page in your e-mail signature
- Include your social media information in promotional materials.