



UNIVERSITY
OF
JOHANNESBURG

SOCIAL MEDIA STANDARD OPERATING PROCEDURES

Document number

Custodian/Responsible Executive

Executive Director: Institutional Advancement

Responsible Division

Marketing and Brand

Status

Approved by

Date of Approval

Amendments

Date of Amendments

Review date

2015

RELATED DOCUMENTS

UJ Documents

(e.g. Policies, Regulations, Guidelines,

Other

(e.g. Legislation, DoE and HEQC directives and

<p>Contracts)</p> <ul style="list-style-type: none"> • UJ Statute; • UJ Risk Management Model; • UJ Risk Management Policy; • UJ Vision, Mission and Values; • UJ Policy on Brand and Corporate Visual Identity. • UJ ICS Policy 	<p>guidelines)</p> <ul style="list-style-type: none"> • Competition Act 89 of 1998; • Copyright Act 98 of 1978 • Electronic Communications Act 36 of 2005; • Electronic Communications and Transactions Act 25 of 2002 (ECTA); • Higher Education Act 101 of 1997 • Protection of Personal Information Act 4 of 2013 (POPI); • The Consumer Protection Act; • Trade Marks Act 194 of 1993 • The Constitution of the Republic of South Africa of 1996
<p>Stakeholders affected by this document (units and divisions who should be familiar with it):</p>	<ul style="list-style-type: none"> • Council Members; • All University Employees; • Student Representative Council; • Students; • All stakeholders; • All persons (internal or external) who make use of UJ social media platforms.
<p>Website Address:</p>	<p>www.uj.ac.za</p>

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1 PREAMBLE

Social media has changed the way in which we communicate – both as an institution and as individuals. Anyone with an Internet connection now has the ability to create a dynamic web presence, update it from wherever they are, whenever they want, and share their content instantly with friends and followers around the world. Social media has given UJ the opportunity to engage in on-going “conversations” with our Stakeholders, colleagues, fans and friends about what is most important to them – extending the community found on UJ’s campuses to the world. This document aims to guide, direct and define the responsibilities of those people operating or participating in social media platforms on behalf of the University of Johannesburg and should be read in conjunction with the University’s Social Media Policy.

1.1 Why would brands get involved in social media?

To listen to what is being said about them, and act on it (directly and indirectly)

To build close, two-way relationships with customers and prospects, building loyalty and keeping their brand top of mind.

1.2 How UJ is using social media

1.2.1 UJ currently runs its own official Facebook Fan page, Twitter page, Instagram and LinkedIn account.

1.2.2 UJ is on Facebook, Twitter, YouTube, LinkedIn and Instagram to deliver information about various institutional matters.

1.2.3 The aforementioned platforms are a meeting ground for a number of market segments for the potential UJ client base from 16–18 year olds to current students, alumni and potential postgraduates.

1.2.4 The key aim of UJ’s presence on these platforms is to drive people to the UJ website to explore the University offerings and to portray UJ as a marketable and viable option for the aforementioned target markets.

- 1.2.5 The Social Media Management Section within the Division of Institutional Advancement is responsible for how social media at UJ is hosted, monitored and maintained.
- 1.2.6 In order to secure a presence on behalf of your faculty, division or section, the Social Media Management Section must be consulted. Further requirements are listed further down in this document.

2 PURPOSE

Social media usage at the University is governed by the Social Media Policy, which must be read in conjunction with this procedural document before engaging on social media as part of your official duties at UJ, or even if you use social media for personal purposes. This document on operational procedures provides a framework to effectively and safely use social media, both individually and on behalf of the University. The list of social media is not exhaustive and includes any public representation of the brand online.

3. SCOPE

- 3.1 The Policy and SOP apply to all Stakeholders who communicate with others for and on behalf of the University by way of s UJ SMPs. Any SMP making use of the University’s official branding or logo falls within the scope of the Policy and SOP.
- 3.2 The Policy and SOP do not cover general, non-official, public pages on SMPs that use “UJ” or “University of Johannesburg” in their title unless reputational or brand damage can arise from such usage, or the authors can be associated with UJ. The lines between a “personal” or “private” social media persona and a “professional social” media persona have become blurred. A “personal” or “private” social media platform does not exist. There are many legal precedents for employees against whom disciplinary steps have been taken, and who have even been dismissed, for posts appearing on “personal” or “private” SMPs. As long as employees at all times act with the utmost of good faith towards the University, observe the University’s values when posting messages in “private” or “personal” SMPs and do not breach the express, tacit or implied terms of their employment contracts, the University is unlikely to involve itself with expressions on “private” or “personal” SMPs.

4. ABBREVIATIONS AND DEFINITIONS

For the purpose of the SOP, unless stated otherwise or it appears otherwise from the context, the following abbreviations and terms will bear the following meanings:

4.1	Content Calendar	A calendar, compiled weekly, monthly or annually, that includes information or content that serves as a guideline for the postings to be placed on social media by a division or department of the <i>University</i> .
4.2	Content Loader	The person responsible for posting content or scheduling content on <i>SMPs</i> who can also be the <i>Content Provider</i> .
4.3	Content Provider	The person responsible for posting content or scheduling content on <i>SMPs</i> who can also be the <i>Content Loader</i> .
4.4	CPA	Consumer Protection Act
4.5	Policy	The Social Media Policy
4.6	Responsible Person	<i>Content Loaders</i> and <i>Content Providers</i> .
4.7	Social media content	Copy or text, images, videos and audio
4.8	Social Media Management Section	The Central Management Section regarding the management of the <i>UJ</i> Brand on <i>SMPs</i> and online platforms. The <i>University's</i> marketing is decentralised; however, this Section within the Corporate Marketing and Brand Department coordinates efforts in this sphere and has the authority to manage and control the <i>University's</i> social media presence.
4.9	<i>SMPs</i>	All forms of social media platforms, websites and pages, including but not limited to Twitter, Facebook, LinkedIn, Instagram, Blogs and the <i>UJ</i> website
4.10	SOP	Standard Operating Procedure
4.11	Stakeholders	All <i>University</i> employees, persons who hold special <i>UJ</i> appointments, students (including students in residences or belonging to societies), alumni and associates that use social media for and on behalf of the <i>University</i> .
4.12	<i>UJ SMPs</i>	<i>SMPs</i> that are owned, operated and officially branded by the <i>University</i> with the official authorization and approval of the <i>University's Social Media Management Section</i>
4.13	University/ <i>UJ</i>	University of Johannesburg

5. DESCRIPTIONS OF COMMON SOCIAL MEDIA PLATFORMS

- 5.1 Facebook – An online social utility that connects people and organisations with friends and others who work, study, live, and engage around them. People use Facebook to keep up with friends, to share links, to share photos and videos of themselves and their friends, and to learn more about people and organisations.
- 5.2 LinkedIn – A business-oriented online social utility that allows users to strengthen and extend their existing network of trusted contacts. People use LinkedIn to stay informed about contacts and their industry of interest.
- 5.3 Twitter – A micro-blogging and social utility service that allows its users to send and read messages known as tweets, text-based posts of no more than 140 characters. People use Twitter to share and view links, pictures, videos, opinions, news, professional information, personal status and more.
- 5.4 Google+ – An integrated social platform that dovetails with YouTube, Gmail and other Google services. Users can network with each other via Circles and engage in conversations via comments or +1s.
- 5.5 Blog – An online site that allows an individual or group to share a running log of personal insights, writings, events, news, and more.
- 5.6 YouTube – A video-sharing website on which users can view, upload, and share videos and comment on other users' videos.
- 5.7 Flickr – A photo-sharing website on which users can view, upload, and share photos. Popular place for storing photos that are linked to blogs and other social media utilities.
- 5.8 Instagram – A photo-sharing network that allows users to upload photos taken with a phone or tablet and to apply special image filters through the app. The photos can be shared within the Instagram network or throughout other popular social networks.
- 5.9 Foursquare – A mobile app that lets your friends know where you are and for you to know where they are. You can also collect points, prizes and "badges."

- 5.10 Pinterest – Favoured by women in the south central US, this platform allows users to “pin” images from any web page to boards on their profiles. Common topics of boards are crafts, recipes and home decor.

6. RESPONSIBILITIES

6.1 Standard Operating Procedures for Content Providers and/or Content Loaders (Responsible Persons) at the University

- 6.1.1 Secure permission from line manager to host a social media profile on behalf of the department, division or section.
- 6.1.2 Apply at the University’s Social Media Management Section via the Social Media portal www.social.ujbrand.co.za along with your line manager’s consent to start a social media profile.
- 6.1.3 Follow the instructions and permissions granted by the Social Media Management Section in terms of the type of presence allowed to be undertaken on social media, i.e. fan page, group, private group or no presence at all.
- 6.1.4 Supply the Social Media Management Section with the list of administrators (Content Providers and Content Loaders) on your profile or make the section an administrator on your platforms,
- 6.1.5 Alert the Social Media Management Section of the departure or change of administrator. Be sure that if an account or profile is terminated, it is properly erased from the platform.
- 6.1.6 Create a social media strategy aimed at different target markets and platforms based on overall faculty, department or division objectives and goals.
- 6.1.7 Determine how you will measure the success, or lack of success for the page, so that you are able to measure the success of the page and ensure that goals are met.
- 6.1.8 Put in place a communications and marketing strategy to promote the new profile.

- 6.1.9 Create a content calendar for 3 to 6 months with messaging that underpins the strategy and its goals.
- 6.1.10 Upload content (ad hoc or planned in the calendar) that ensures that the social media best practice promoted in this document is followed and the Social Media Policy is adhered to.
- 6.1.11 Ensure that should you require information posted to the University's main/corporate branding social media pages, that the social media content template is filled in and images are supplied in JPEG.
- 6.1.12 Update profiles and platforms with relevant, engaging and accurate content that is not considered spam, inappropriate, defamatory, profane, or that might violate brand policies.
- 6.1.13 Ensure that the right to academic freedom and freedom of speech is not impinged upon but that the sharing of knowledge and collegiality is encouraged.
- 6.1.14 Post content with no spelling and grammatical errors.
- 6.1.15 Post only content that is in the best interest and tailored to the target audience. The Consumer Protection Act 68 of 2008 ("CPA") impacts on higher education institutions since students are consumers. It sets out the minimum requirements to ensure adequate consumer protection and regulates the marketing of goods or services to consumers (students). UJ is obligated to comply with the CPA and the guidelines.
- 6.1.16 Respond to all enquiries from fans, member and followers on your profiles timeously.
- 6.1.17 Respond to crisis situations according to the Crisis Management section within this document.
- 6.1.18 Use the services of the University's Language Unit to check for spelling and grammatical errors, if uncertain of spelling and grammar.
- 6.1.19 Acquire the relevant training and knowledge regarding the strategic use of social media in the best interest of the University.

- 6.1.20 Adhere to Search Engine Optimisation principles and tag content when posted.
- 6.1.21 Ensure that links on pages submitted by content providers are functioning.
- 6.1.22 Always supply back links to the University's website.
- 6.1.23 Be accountable for the use of any and all imagery and do not impinge upon copyright.
- 6.1.24 Disclose any sources fully through credits, links and trackbacks, unless the source has requested anonymity.
- 6.1.25 Protect people's privacy by ensuring consent is obtained on behalf of individuals before posting content regarding them. The Protection of Personal Information Act must be followed.
- 6.1.26 Adhere to the UJ Corporate Identity so that all communications retain the same 'look and feel'. This is essential to the development and maintenance of the UJ brand in the public domain.
- 6.1.27 Measure account activities – report and analyse qualitative and quantitative account results monthly.
- 6.1.28 Any additional campaign developments or page enhancement requests must be submitted to the Social Media Management Section in writing. The Section will then evaluate the submitted request and assist, where necessary. Should any enhancements or campaign developments extend outside of the realm of the Social Media Management Section an external supplier or consultant may be brought on board; the additional cost will however be for the faculty or department. Should the faculty/department decide to work with this service provider, the implementations would have to be approved by the UJ Corporate Brand/Marketing Department and Social Media Management Section in writing. Any requested improvements or developments on Social Media platforms that do not match the previously mentioned criteria must be accompanied by a motivation and submitted in writing to the Social Media Management Section and the MEC. Each case will be considered individually.

6.1.29 Should a faculty or department wish to use an external source or company to manage their social media that party would have to adhere to the Policy and the Social Media Best Practice. Entering an agreement with another party, means that the University's Social Media Management Section and the Corporate Governance Division/ Office of the General Counsel will need to be advised and consulted with to ensure third parties comply not only with the social media policy, but also with all relevant legislation, applicable University policies and governance.

6.1.30 Promotional competitions must be run in accordance with the CPA ensuring absolute transparency and accessibility with regards to information about the competition prize; the competition rules which should be specific and comprehensive; as the competition entry and the . The rights of the winner are protected with regards to the POPI Act.

6.1 Rights and Responsibilities of the Social Media Management Section

6.1.1 Conducting an open and honest dialogue with all of its communities – online and within UJ.

6.1.2 Monitoring the University's brand and reputation across corporate, faculty and departmental and related pages in the form of a Social Media audit, which tests best practice and page engagement criteria as well as the University's overall brand positioning.

6.1.3 Requesting that inaccurate or misleading posts be corrected in a timely manner.

6.1.4 Ensuring that the social media content posted is relevant, engaging and targeted at the correct target market on the relevant right platform.

6.1.5 Granting permissions and access according to faculty or department objectives.

6.1.6 Offering brand-specific social media training.

6.1.7 Assisting and supporting departments or faculties that have applied for relevant permissions.

- 6.1.8 Shutting down and reporting pages that contravene UJ brand and reputation positioning.
- 6.1.9 Sharing information with content loaders as well as providing advice on page and campaign developments and enhancements.
- 6.1.10 Following up technical calls and assistance.
- 6.1.11 Ensuring that social media content from faculties and departments adheres to the requirements of the Policy and SOP.
- 6.1.12 Ensuring Social Media best practice is followed and available to staff.
- 6.1.13 Posting submitted content from the Content Providers timeously within the overall University Social Media Brand Strategy.
- 6.1.14 Accessing and reviewing a division's SMP from time to time and removing content or issue instructions to remove content which, in the Section's sole discretion and opinion, could harm UJ's brand or good name.

7 BEST PRACTICES FOR A SUCCESSFUL SOCIAL MEDIA PRESENCE

7.1 Be respectful

Anything you post in your role as a UJ employee reflects on the institution. Be professional and respectful at all times on both your personal and corporate social media site. Do not engage in arguments or debates with negative people on your site.

7.2 Be transparent

Make it clear that you are blogging/tweeting/Facebooking, etc. in your role as a staff member of UJ. Social media allow individuals who maintain social media sites to personalise large institutions like UJ. Use your own "voice." Do not ghost write posts for supervisors.

7.3 Separate personal from professional

Balancing your professional and personal social media presences can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends is most likely not appropriate or of interest to your department's "friends." Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.

7.4 Be careful because everything you do online is forever

Think before you post, whether in your personal capacity or on behalf of UJ, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally. Don't post anything online you would not feel comfortable having your boss or in-laws see or you wouldn't mind seeing on the front page of the newspaper, or on the CNN website.

7.5 Be present, interactive, informative and active

Having a social media presence means that you must constantly be present. Diligent care and feeding the media need to take place; therefore, social media requires time. It does not require a huge amount of time – probably 15 minutes in the morning and 15 minutes in the afternoon every day or 30 minutes every second day unless you are running a specific campaign, then more time will be required. If you do not have this time, then social media may not be for you; after all, your site is only as interesting as your last post.

7.6 Be timely and responsive, even pre-emptive

One of the great benefits of social media is the ability to share information almost instantly with a global audience and even before news hits the press.

One needs to use one's common sense when interacting on social media and especially when it comes to timing. Why start a fire on your page by reporting on something contentious about your institution when the discussion may not even extend to social media and may stay in the print press?

One needs to balance the need to share relevant news with the expectations of that audience. Nowadays the audience expects timeous reports or statements so be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site, while ensuring that you are not adding to a potential storm. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

7.7 Listen

Being a consumer of social media is essential to your ability to be a successful producer of social media content. “Listen” to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

7.8 Comment as well as accept and monitor comments

As a consumer as well as a producer of social media, offer comments on interesting posts and share the good work of others using your sites. Social media is not (only) about sharing your news and success, it is about sharing information that is of interest to your readers and viewers. A social media site without comments is not very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Again listen and wait to see how to respond; often it is not necessary for an institution to get involved as this may not placate negative comments but rather spur such commentators on as they are getting a reaction – why add wood to the fire? As mentioned, if you are going to host a page that represents UJ, then a disclaimer must be put on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

7.9 Be a valued community member

Don’t just talk about your programme or department – share the best information you find from trusted sources outside of UJ. This will increase the value of your site and

will also ensure you are a valued member of the community and are not just tooting your own horn.

7.10 Don't cyber slack

Endless amounts of time can be spent, and wasted, on social media sites. Limit the amount of time you spend attending to your department's social media presence to what is needed to post content, evaluate traffic data, review related sites, and monitor comments. Limit your personal use of these sites while at work as directed by your department's guidelines.

7.11 Disclose

Your honesty – or dishonesty – will be quickly noticed in the social media environment. Please represent UJ ethically and with integrity. Always be truthful or rather don't engage.

7.12 Market responsibly

Consumers have the right to fair and responsible marketing and fair and honest dealing. All marketing practices must be conducted in compliance with the general standards and restrictions set out in the CPA. This applies to universities and any third parties or agents conducting marketing activities on behalf of universities. As a rule, all claims and statements made must be capable of objective justification. Do not tell consumers anything you do not believe or that you cannot back up. Do not make any false or misleading claims about services or goods, including in relation to the nature, properties, advantages or uses of goods or services. Exaggeration or ambiguity which may deceive consumers.

8. CRISIS MANAGEMENT PROCEDURE FOR SOCIAL MEDIA MANAGEMENT

Bad news spreads very quickly so the first 24 hours are pivotal should there be a crisis. For these reasons the following steps must be followed should the University potentially have a reputation risk brewing on digital and social media platforms:

8.1 Classify the problem

Classification is determined by possible impact on UJ brand and its reputation.

These questions will assist in determining the classification of the issue at hand:

- 8.1.1 What happened? Where and when?
- 8.1.2 What is the impact on lives?
- 8.1.3 What is the impact on operations?
- 8.1.4 What is the impact on property?
- 8.1.5 What is the impact on community?
- 8.1.6 How did it happen?
- 8.1.7 What is the general consensus or understanding of the issue? Is this the same as your understanding?
- 8.1.8 What immediate actions can be taken to solve the issue?
- 8.1.9 What has been told of the issue? How much do people know?
- 8.1.10 What were people told?
- 8.1.11 Is there a bigger and more fundamental problem? Is there a bigger issue hiding?
- 8.1.12 Could this get worse?
- 8.1.13 How could this get worse? Look at all the possible outcomes and take action accordingly.

8.2 Course of action due to problem classification

Once the above questions are answered one can classify the issues accordingly and take action. Based on the impact or status of the issue it is escalated according to the chain of command and principles laid out in this document.

Problem Classification	Defcon	Response
Easily handled issue	0 – no threat	Directly and simply handled by the Responsible Party
Smouldering issue	1 - cautious	Potential that the issue could ignite and a viral response may occur means this type of issue must be closely monitored.

Ignited issue	2 – on guard	Report immediately via the chain of command to ensure that there is accountability to your line manager and if they feel it is necessary they will escalate to the Faculty Marketer or directly to the Social Media Management Section
Fiery issue	3 – on standby, ready to deploy	The University's upper management are preparing for the worst in order to protect the brand
Viral Runaway fire issue	5 – actively at war	A full communications strategy and statement from the university is being strategically rolled out to ward off further brand damage

8.3 Handling low defcon problems

8.3.1 If you do not need to escalate the issue higher then please ensure in handling the problem that you do the following:

8.3.1.1 Monitor all other platforms under your guise to ensure the news doesn't spread wider

8.3.1.2 Watch and listen to how your community reacts carefully before you jump in. If your community is invested and loyal they will often shut the issue down before you have to intercept it.

8.3.1.3 Step in when you feel an official presence or statement needs to be heard.

8.3.1.4 Responding to an issue means you need to uphold the UJ brand and keep the response transparent, objective, unemotional, fair, and communication is based on facts.

8.3.1.5 If this approach is met with negativity please escalate it to a Ignited issue (Defcon 2) and escalate to your line manager or ask for assistance from the Social Media Management Section to handle the issue swiftly.