

Social media is a powerful communications tool to increase the reach of an organization and effectively communicate with target audiences. Cairn University will utilize social media to support branding, promotion, and engagement initiatives with prospective student, current student, alumni, donor, and community audiences. Social media provides unique opportunities for the university and its departments to:

- Facilitate and support student recruitment efforts
- Enhance donor and alumni engagement efforts
- Extend the “Cairn experience,” mission, culture, and university themes to alumni, prospective student, and the broader Cairn community
- Support the University and its departments to build relationships and communicate in a timely fashion with key audiences, particularly those who prefer digital communications to traditional mediums
- Promote events and disseminate university news and information

University schools and departments are currently permitted to utilize these social media platforms:

- Instagram
- Twitter
- Facebook
- LinkedIn
- YouTube

Cairn University chooses not to utilize these social media platforms:

- tiktok
- Snapchat
- Gab

Tone and Voice

Posts on social media sites should protect the University’s institutional voice by remaining professional in tone and in good taste. Cairn requests social media managers and employees alike not to criticize individuals and institutions, or post inflammatory remarks, on social media. Employees can express personal views on topics within the bounds of Cairn’s Community Life Covenant and Employment Agreement. When engaging with news and developments where Cairn is mentioned, employees may need to be reminded that what they post may be viewed as a representation of the University.

Branding Guidelines

Logos and Trademarks

Refer to the [University Identity Guide](#) for appropriate placement and use of logos. Copying and pasting Cairn logos from the internet is discouraged; employees and social media managers can submit requests for university logos or trademarks to the Office of Communications and Marketing. For larger social media campaigns, the Office of Communications and Marketing may work with the project coordinator to create a special campaign brand or logo.

Branding and Messaging

For guidelines on messaging, see the [University Social Media Guidelines](#). Employees and social media managers are discouraged from using unofficial abbreviations and names for the University (ex: CU for Cairn University) and its schools, programs, etc (ex: SOM for School of Music). When in doubt, check with Communications and Marketing before posting.

Social Media Policies

Official university social media accounts are created and managed at three levels. Marketing and Communications serves as the regulatory department, authorizing the creation of new accounts, providing support and training for university social media manager, informing content strategy, and monitoring channels for quality assurance.

Communications and Marketing manages the official Cairn University accounts. Cairn Schools and departments can utilize additional department-level social media accounts to strategically engage niche Cairn audiences and support their department communication and engagement goals.

Management

Schools and departments have the authority to manage their own social media channels in accordance with university branding, messaging and visual standards. Departments intending to launch a new social media channel must submit a request by sending an electronic ticket to Communications and Marketing. All institutional accounts must have a designated student or employee manager responsible for overseeing the channel/s. The Digital Content Manager oversees all social media accounts associated with the university and coordinates with department managers for quality assurance and strategy optimization.

Consistency

Schools and departments must have clearly defined strategies for social media that align with the University's mission, strategic plan, and brand messaging goals. Departments should consider their messages, audiences, and goals when designing content strategy. The Digital Content Manager can help with social media planning. Social Media policies and guidelines will be disseminated to each school and department for use by social media managers. Policies and guidelines are in place to ensure a consistent social media presence, and as such must be adhered to.

Coordination

A social media team comprised of representatives from various University departments meets monthly to ensure consistency and balance in messaging across the University, identify opportunities for cross-promotion, increase the volume of timely and organic content, and to share best practices.

Legal

Protect institutional confidential and proprietary information. Do not post confidential or proprietary information about the University, its students, employees, patients, or alumni. Employees must follow applicable federal requirements, including but not limited to FERPA and HIPAA.

Employees are expected to comply with all applicable University regulations, policies, and procedures as well as the Terms of Service of any social media platform use.