

MASSEY SOCIAL MEDIA GUIDELINES FOR STAFF

These guidelines are designed to give Massey University staff members who use social media in a personal capacity an overview on how to engage on these channels appropriately. They sit alongside our Social Media Policy, Media Commentary Policy,

Your end goal e.g. event registrations, website traffic, engage stakeholders on university activity
Your target audience
Audience behaviours: The channels your audience use, how they engage on each platform and channel content best practice

Our national channels include:

Facebook (Main audience: prospective and current students, staff, alumni)
Instagram (Main audience: prospective and current students)
Linked In (Main audience: current students, staff, alumni)
Twitter (Main audience: academics, staff, University stakeholders)
YouTube (Purpose: Video hosting for our website. Main direct audience: International students)
Other smaller channels include Snapchat, Weibo, WeChat among others

Managing social media accounts as a university group/department

As per the Social Media Policy, new accounts need approval first. New social media accounts representing our brand (including the use of the Massey University name and logos) need to be approved by the Executive Director, Public Affairs and the Director of Marketing, Recruitment and Alumni. New accounts also need to fill an organisational gap that is not already being filled by existing accounts. Contact socialmedia@massey.ac.nz in the first instance for proposal information and advice.

Some groups/departments have active legacy social media accounts. Existing social media account administrators can seek content, engagement and additional advice from the social media team. The team is available to support you with your work and assist with best practice advice.

Basic principles for the management of existing social media accounts within Massey:

Account Management

Uphold the brand. Accounts using the Massey brand must adhere to the Brand Guidelines. This includes advice on using the Massey logo, colours and fonts. This way all channels

