

WOC Meeting
9/15/2010

Present: Lyda Adams Carpen, Shannon Clegg, Jaap-Jan Van Duin, Jason Fleck, Todd Sutton, Bo Bodenhamer, Bruce Michaels, Todd Sutton, Robert Walker, Louis Whiteheart for John Eatman,

Guests - Media Two (Morgan Stem, Melissa), Debbie Schallock

Absent with Notice: Kevin McClain,

Absent without notice: John Wolfe, Susan Hensley

Social Media

Todd gave background information to the new WOC members.

Media Two presented the Social Media guideline they prepared. Media Two was hired by University Relations to complete this guide.

This guide should be in compliance with the State and University guides. This document is for both faculty and staff.

Todd spoke with several individuals about the State guidelines. Although Universities are usually exempt from these types of policies, however, it was suggested the guidelines stay within the "spirit" of them.

Media Two made the document short and concise. It is important that readers recognize the value of this document and procedures.

Best Practices – a lot of these items are common sense, but it depends on experience and background of the site creator.

Debbie – we are going to work on having Avatars included in the graphic standards policy.

*Social Media document will be sent to the WOC group

Media Two recommends a list or database of social media requests, sites, etc.

Jaap-Jan – how do you measure social media?

University Relations currently uses Argyle Social in conjunction with Google Analytics.

Jaap-Jan – What is the size and scope of social media throughout campus?

We have anecdotal information, but there is no list stored.

Media Two – it would be helpful to have a directory of sites, accounts, etc.

Bo Bodenhamer – is there a legal consequence we need to be aware of for folks who do not follow the guidelines.

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The purpose of the document is to protect the university. There is a certain onus on faculty and staff to read this. It would be a good idea to run this by legal to determine the best way to get the information out to folks. Once it is posted, if the guidelines are not followed, the legal responsibility falls on the individual and their supervisor/department.

Robert – We should have a checkbox for users to click when they have read the guidelines. If they do not, they are not legally able to create a university social media site.

THOUGHTS –

Todd – If we have folks who have questions that are not addressed here, what is their forum? If something is done in one of these forums that is not appropriate, how do we address that?

There is no official governing body to take on the oversight of this.

Lyda – some of these items may be addressed with Integrated Marketing. Shannon is the co-chair on the Compliance & Governance committee. If we have people complying with the branding, then you have them complying with the social media guidelines.

We need to have someplace for people to ask questions.

Shannon – maybe we could tap into the Content creator community we are creating in the IM meetings.

Todd – what is the front door for people who have questions and where do they go once they've done this? It should be WOC.

Shannon – if WOC takes this on, there needs to be user confidence there is actually a committee called WOC. Where is a person going to logically look for this information? Does it become the IM toolbox?

Todd – there isn't a problem with having it in multiple places.

Bruce – It seems logical there is going to be two logical places for this information – University Relations or IT.

Todd – 99% of the questions will not be technology related. 6Tech will not answer questions about social media policy. They could serve as our entry point, but where do they go from there?"

Bruce – does the wording of the last question on page 14 need to be changed. Maybe "isn't covered in any of the policies found here" is too open. We should tighten this statement up.

Debbie – please review the document and let us know your comments by 9/30. Please forward comments to drs chall@uncg.edu.

Bruce – what do we do about pages that are already up? Is it an educational effort?

Debbie – who will view the sites for compliance that were completed before the document was publicized?

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Bo – The document will need to go to the Deans Council.

Lyda – we can publicize the document in Campus Weekly.

Bruce – we could send a message that indicates that those who already have sites need to review the policy.

Nothing will be included on the UNCG connect site that hasn't gone through the guidelines and approval guidelines.

Todd – can we use this site to house this document?

Lyda – Yes, but I do not know how long it will take to get Connect ready.

Integrated Marketing

Debbie Schallock

We began last year with Research, Message and Competition subcommittees to look at various ways marketing work is being done. This defined our drivers to develop a positioning statement for all of our audiences. This academic year we are working in Adoption & Training – tools, resources, types of training to offer, etc. There is also a Compliance & Governance committee. This committee is going to devise a plan for rules and guidelines along with governing. We are also working on an RFP to an outside firm to create our messaging.

Next Meeting

The next meeting will be October 20, 2010 from 3:30-5pm in Forney 205.