CONCORDIA UNIVERSITY NEBRASKA

SOCIAL MEDIA GUIDELINES

Social media gives us an opportunity to tell the Concordia story, celebrate our community and connect with students, families, alumni, churches and friends. As a Christ-centered university, the way we communicate online should reflect who we are and what we value.

These guidelines are intended to help you use social media effectively, responsibly and in a way that supports Concordia University, Nebraska's mission, brand and Christian witness.

REPRESENT CONCORDIA

When you post on behalf of Concordia, you are representing the university. Your words, images and interactions should reflect our identity as a Lutheran Christian learning community and support the university's mission, vision, Philosophy of a Christian Higher Education and brand.

Consider how your post could be understood by different audiences, including current students, parents, alumni, donors, prospective students, churches and members of the broader community. Good social media content should be authentic and engaging while also being thoughtful and respectful.

KEEP UNIVERSITY ACCOUNTS FOCUSED

Official Concordia social media accounts should primarily communicate information, stories and content related to the university, its departments, programs, students, faculty, staff, alumni and community.

Do not use official university accounts to promote personal opinions, hobbies, projects, products or causes that are unrelated to university purposes.

All university fundraisers, including those organized by student clubs and organizations, must be approved by either the Student Life Office (for internal fundraisers) or

Advancement (for external fundraisers) before being shared publicly on social media.

Marketing does not promote any fundraisers through the university's official social media channels.

Personal social media accounts are not considered official university accounts. However, employees should refer to 2 – LCMS Workplace Rules 2.2 Off-the-Job Conduct of the Faculty and Staff handbooks, use good judgment when publicly identifying themselves with Concordia and should remember that personal online activity could be associated with the university.

FOLLOW APPROPRIATE POLICIES

Use good judgment and maintain confidentiality at all times.

Anyone managing an official Concordia social media account is responsible for following all applicable requirements, including:

- Concordia University, Nebraska policies, including those found in the Faculty/Staff Handbook and Marketing AI Policy
- Copyright and trademark laws
- Fair-use requirements
- FERPA
- HIPAA
- NAIA and GPAC regulations
- The terms of use and policies of each social media platform
- Applicable federal anti-discrimination laws, including Titles VI, VII and IX
- All other applicable federal, state and local laws and regulations
- Direction from Marketing and Communications and/or General Counsel

If you are unsure whether something is appropriate to post, contact Marketing and Communications before posting.

RESPECT COPYRIGHT, TRADEMARKS AND PERMISSIONS

Do not post copyrighted material without appropriate permission. This includes photos, videos, graphics, music, articles, written content and other creative works.

Follow applicable copyright, trademark and fair-use laws and university brand standards.

Do not identify or feature students, faculty, staff, partners, vendors or other individuals

in ways that require their permission without first obtaining appropriate approval.

When using someone else's work, give proper credit when appropriate and make sure you have the right to use it.

BE RESPECTFUL AND CHRIST-CENTERED

Our social media activity should be consistent with Concordia Nebraska's Lutheran mission and our witness to Christ as the Savior of the world and the center of our community and work.

Do not post content on official Concordia accounts that is:

- Disrespectful, insulting, threatening or hostile
- Racially or ethnically derogatory
- Sexually explicit or obscene
- Profane or abusive
- Illegal or threatening
- Harassing or discriminatory
- Otherwise inconsistent with university policies or professional standards

This does not mean every conversation or comment must be positive. Constructive questions, concerns and criticism are part of healthy communication and should be treated thoughtfully.

If someone posts an inappropriate or hostile comment, do not engage in an argument. Depending on the situation, the best response may be no response, removal of the comment when appropriate or a private follow-up with the individual.

Do not engage with trolls.

Marketing and Communications and its designated social media managers reserve the right to hide, remove or edit posts that are inaccurate, do not reflect brand standards or violate these guidelines or applicable university policies.

UNIVERSITY NEWS, ANNOUNCEMENTS AND CRISIS SITUATIONS

Do not share university information that has not yet been officially announced through the appropriate university channels.

This includes information the university is preparing to release, information being held

until an official announcement is made, or information related to situations involving the university, its students or employees that may be sensitive or confidential.

In an emergency, crisis or other sensitive situation, do not speculate, provide unofficial information or respond on behalf of the university unless you have been authorized to do so.

When questions arise about university-wide announcements, media inquiries, legal matters or sensitive situations, direct them to Marketing and Communications, General Counsel or another university department as appropriate.

Never comment publicly on legal matters, litigation or parties involved in litigation with the university without appropriate approval.

COMMENTS, MESSAGES AND ENGAGEMENT

Social media is a two-way conversation. Monitor comments and direct messages on your accounts and respond in a timely, professional manner when appropriate.

You are not expected to respond to every comment, and you should not engage in arguments or respond emotionally.

When a concern requires a more detailed or sensitive response, move the conversation to an appropriate private channel or connect the individual with the appropriate university office.

Marketing and Communications reserves the right to hide, remove or disable comments on official university accounts when they violate these guidelines or applicable university policies.

Remember that social media communication does not constitute legal or official notice to Concordia University, its offices, faculty or staff.

ACCOUNT OWNERSHIP AND ACCESS

Every official Concordia social media account must be registered with Marketing and Communications, so the university knows what accounts exist and who manages them.

Marketing should have appropriate access to university-related accounts. This allows the university to maintain continuity, provide support, protect the account and ensure consistent branding.

IF YOU MANAGE AN ACCOUNT:

- Keep account credentials secure.
- Make sure appropriate university personnel have access.
- Do not create an official university account without first coordinating with Marketing and Communications.
- Keep Marketing and Communications informed when account managers change.
- Do not use a university account as a personal account.

STUDENT CLUBS AND ORGANIZATIONS

Student organization accounts must have a faculty or staff advisor who has access to the account, including the current username and password.

The advisor should ensure that account access is updated when student leaders change.

WHEN YOU LEAVE CONCORDIA

Before leaving the university or changing roles, make a plan for transferring responsibility for any university social media accounts you manage.

Do not leave account credentials with a personal email address or phone number that the university cannot access.

Work with your supervisor and Marketing and Communications to ensure that:

- The university retains access to the account.
- Account passwords and recovery information are updated.
- Administrative access is transferred to the appropriate person.
- Personal information is removed from the account when appropriate.
- Marketing and Communications has the information needed to maintain the account going forward.

University social media accounts belong to the university, not to an individual employee or student.

BRANDING AND VISUAL STANDARDS

Official Concordia accounts should follow university brand standards so that our audiences can easily recognize official university communications. View Concordia Nebraska's Brand Standards and Marketing AI Policy at cune.edu/marketing.

USERNAMES

The username for a Concordia account should follow university naming conventions. The abbreviation **"cune"** may be used.

Examples include:

- @cuneslo
- @cunescience
- @cune.education
- @cune_music

DISPLAY NAMES

Use the following format:

Concordia University, Nebraska – [Department Name]

PROFILE AND COVER IMAGES

Official university accounts should use approved university branding, including the appropriate profile image and cover photo. Contact Marketing and Communications for approved profile images and other branded assets.

CANVA AND CONTENT APPROVAL

All designs created for official Concordia social media should follow university brand standards, including approved colors, fonts and other elements in the university Canva Brand Kit.

Submitted designs will move through the Canva approval process before publishing. Marketing and Communications may provide feedback, request revisions or approve the design.

Please allow adequate time for review.

Design approvals are reviewed during normal business hours from 8 a.m. to 4 p.m., Monday through Friday during the academic year and Monday through Thursday during the summer.

If your request is time-sensitive, please include a comment in your submission indicating the deadline or urgency. We recognize that every department on campus is

balancing multiple priorities, and we appreciate your partnership as we work together to create the best possible outcomes for the university.

Marketing and Communications is happy to help create Canva templates for frequently used content.

WHEN IN DOUBT, ASK

You do not have to navigate social media alone.

Marketing and Communications can help with:

- Setting up or registering a new account
- Account naming and branding
- Access and account ownership
- Content strategy
- Canva templates and designs
- Questions about what or when to post
- Sensitive or potentially controversial content

If you are unsure whether something should be posted, **pause and ask before you publish.**

Our goal is not simply to have more social media content. It is to use these platforms to tell the Concordia story, serve our audiences and reflect the Christ-centered community we are called to be.

SOCIAL MEDIA BEST PRACTICES

Social media is a valuable tool that allows members of our campus to connect and communicate with their intended audiences. As social media platforms continue to evolve, it is important for everyone managing a university-affiliated account to stay informed and follow current best practices. The following guidelines are designed to support a consistent, professional and effective social media presence across the university.

QUESTIONS TO ASK BEFORE LAUNCHING AN ACCOUNT

1. Has the appropriate leadership been informed of and approved the account?
2. What is the purpose of this account?
    a. What information or value will it provide?
3. What are the account's primary goals and objectives?
4. What type of content will the account share, and how will it interact with followers?
5. Who will manage the account?
    a. Who will take over if the current account manager leaves or is no longer in that role?
6. How will you build and grow a following?
7. Do you have unique, relevant and engaging content to share regularly?
8. Do you have the time and resources to post consistently and interact with followers?
9. Do you have a plan for maintaining the account and measuring its success over time?
10. Is this information best shared through a new social media account, or could it be shared through an existing university account?

GENERAL TIPS

- **Post consistently.** Posting consistently is key to keeping your followers engaged. This doesn't mean you have to post every day or multiple times a day. Start by posting 2–3 times a week to keep your account active and grow your following.
- **Quality over quantity.** Consistency is important, but the quality of your content matters, too. Rushed content can come across as careless or impersonal. Show your audience that you care about the information you're sharing.

- **Know your audience.** Your audience may differ across platforms. Tailor your copy to match the audience and tone of each platform.
- **Be authentic and transparent.** Genuine, human-centered content is highly valuable in today's digital landscape. Prioritize authenticity in your posts. View Concordia Nebraska's Marketing AI Policy at cune.edu/marketing.
- **Engage with your audience.** Respond to questions and comments appropriately to build relationships and encourage interaction.

POSTING IDEAS

SHOWCASE THE FACULTY/STAFF:

1. **Record a faculty Q&A session.** Feature faculty members in a formal or informal Q&A format to highlight their professional backgrounds, industry expertise and experiences.
2. **Share Concordia Stories.** Share links to relevant faculty features and stories from cune.edu/news.
3. **Celebrate faculty and staff achievements.** Highlight awards, professional accomplishments, research, publications or other contributions within your department.

RECRUIT:

1. **Share important application information.** Keep prospective students informed about application deadlines, scholarship opportunities, key dates and other department-specific admissions information.
2. **Encourage campus visits and social media engagement.** Invite prospective students to visit campus and follow your department's social media page for a closer look at the student experience, department activities and opportunities available to them.
3. **Showcase your department.** Create reels and posts that introduce different areas of your department. Highlight unique opportunities and showcase what makes each program special.

STUDENT HIGHLIGHTS:

1. **Feature current students.** Interview students through videos or written posts to give prospective students a better understanding of the student experience within your department.
2. **Highlight student experiences.** Share stories about internships, jobs, research, class projects and other hands-on learning opportunities that help students apply

their knowledge.
3. **Promote student organizations.** Highlight clubs, groups and other extracurricular opportunities connected to your department to showcase student involvement and community.

EVENTS AND DEPARTMENT ACTIVITIES:

1. **Promote upcoming events.** Share information about upcoming guest speakers, workshops, conferences, performances and other department-related events.
2. **Showcase events in action.** Post photos, videos or reels that capture events, classroom activities and hands-on learning experiences as they happen.
3. **Share event highlights and takeaways.** Recap past events by highlighting key moments, student participation, guest speakers or valuable learning experiences. This can also help showcase the opportunities available within your department.

ADDITIONAL RESOURCES

- Free Downloadable Social Media Content Calendar Template from HubSpot
- Need help? Reach out to Marketing! Marketing (marketing@cune.edu) is happy to answer your questions and help you get started.