Purpose Statement
As the popularity and usage of social media increases amongst the entire NKU audience, it is crucial to leverage the power of social media in such a way that it advances the university’s mission and purpose. Additionally, it is important for all NKU employees to understand and be familiar with our social media guidelines to effectively meet the needs of internal audiences (current students, faculty and staff), and external audiences (community, friends, media and prospective audience).

Social Media Definition / Recommendations
Social Media refers to tools/services that utilize the Internet as a means to foster conversations. For a list of social media recommendations to help guide your efforts see the social media recommendations document.

Adoption
The university actively monitors trends in social media. As more social media technologies grow in popularity, the university will evaluate and grow with these trends as resources allow. A list of current adopted technologies can be found in the social media outlets document. Official NKU communication sent out through social media channels should be coordinated by Marketing + Communications so that these efforts and resources can be centralized, which will unify the NKU voice and message. For this reason, should the need arise to adopt additional social media technologies outside of the social media outlets list, Marketing + Communications should be notified and their services should be enlisted.

Goals
Social media goals should meet the needs of the primary and secondary audience, while furthering the mission and purpose of the university and its units. Analytic data and other statistical information should be gathered and reviewed periodically. All units requiring assistance with social media goal planning and analysis should contact Marketing + Communications.

Responsibility
As an employee of NKU it is important to consider employee policies outlined in the NKU Faculty/Staff Handbook. In addition, units working with social media should:

- Be active and engaging
- Act appropriate and in good faith through all social media communications
- Use appropriate judgment for all university-related questions and comments from/to the audience
- Notify Marketing + Communications of any new social media presence
- Report any acts deemed inappropriate and/or a danger to the appropriate campus authorities