



# Social Media Guidelines

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An individual's activities on social media networks often leave an impact on the personal and professional reputations of the individual and the organisation that he/she may represent. The lines which divide actions in the virtual world from their effects in the real world are blurring. Keeping this in mind, the Indian School of Business (ISB) has put together the following general guidelines that would help students, staff, faculty, and alumni navigate social media.

The guidelines have been suggested for two scenarios of online activity:

1. Interacting with or mentioning ISB in your personal accounts
2. Posting or managing social media properties on behalf of ISB

### **Interacting with or mentioning ISB in your personal accounts**

You may often want to post updates, photos or videos about things happening at the school. We encourage you to do so and advise you to be prudent about what you post:

- **Respecting others' privacy**

Once information is posted on a social network and gets shared, it is very hard to remove all traces of it from the internet. So think twice before posting any information that could invade your or others' privacy.

- **Protecting confidential information**

Refrain from sharing confidential information/pictures/videos about the school and its stakeholders, faculty, staff, students, alumni, recruiters, etc. online. If you are unsure about the confidentiality of a certain piece of content, err on the side of caution.

- **Participating in online conversations and handling criticism**

Please be broadminded and respectful of others' opinions in your interactions on social media. If you come across any misrepresentations or irregularities related to the school, point them out in a civil manner and provide clarifications. While dealing with those criticising the school, share your opinions and provide different points of view, but refrain from getting into flame wars.

- **Using brand ISB on social media**

The ISB name and logo can be used in unofficial groups and social networks, but the usage must be approved by the Director of Marketing and Communications of the school in writing first. Once approved, the creator of the groups must ensure that the activity on the group/page/handle/network does not have any adverse effects on the ISB brand. As brand custodians, flag any instances of incorrect usage of the ISB logo or name to the student-run Marketing and Communications Council (MCC) and/or the school's Marketing and Communications (M&C) department. The school retains the right to revoke any permission already given if the nature or content of the group are found to be unsuitable for a public forum.

- **Handling sensitive subjects**

Matters related to the abuse of alcohol, tobacco, drugs, firearms, gambling, personal relationships, etc are sensitive subjects. Maturity in handling these topics is appreciated,

especially when the conversations move online, and even more so when in the context of the school.

- **Respecting copyright and fair use**

Do not violate copyright laws. When posting content that does not belong to you, take the required permissions from the owner first. It is also a good idea to give due credit to the author and the source of the content where appropriate. In situations where the content has already been shared in a public forum, this may not apply, but use your best judgement in such situations.

### **Posting or managing social media properties on behalf of ISB**

ISB has established an online presence in most leading social media platforms. We have official pages/groups/handles/networks (referred to as “properties” going forward) on Facebook, Twitter, YouTube, LinkedIn, blogs, forums, etc that represent different aspects of ISB, from the official school page, to individual programme handles, special interest groups, and more. The list is constantly evolving. These help us share news and views and engage with the ISB community. Apart from these, there are also several unofficial properties that are related to the school.

Often, we encourage students, staff, faculty, etc to be the voice of ISB on our official social media properties and enroll them to post updates on behalf of the school. Following the below guidelines, **in addition to those discussed in the previous section**, will help you represent ISB well.

- **Creating a new property to engage with audiences**

Very often, creating Facebook pages, Twitter handles, LinkedIn groups, YouTube channels, Blogs or other properties seem like “quick wins” or “easy check marks” on a marketing activity list. That approach results in a social media property being created for a club, department, event, cause or any single activity even though there wasn’t enough public interest, a compelling need, or sufficient content to keep it engaging. This is the wrong approach and usually results in littering cyberspace with ISB-branded dead properties.

Instead, if social media presence is required to connect with your audience, try to identify which existing property best serves the purpose and use that. Done intelligently, these properties allow you to maximize your reach through their brand name and large following, which is far more effective and efficient than building a new community from scratch.

If no existing property serves your purpose, you can create one after submitting a social media content plan and obtaining permission in writing from the Director of M&C. Ensure that this new property doesn’t cannibalize existing properties too much. Spend sufficient time to select an appropriate name for it. Where possible, keep the new property in unpublished or private mode until it is suitably populated with necessary content like profile image, logo, description, contact information, etc. Only when it is fully ready should it be taken live/published.

All new social media properties should have a representative from the school's M&C team as moderator.

- **Preparing a Social Media Content Plan**

It is a good idea to have a 30-day content plan in place before launching a new property, or even while taking over posting for an existing property. The content plan should cover the following as a minimum:

1. Why – Why do you need this property and what do you expect to achieve with it?
2. Who – Who is the target audience? Who isn't the target audience, but would see the posts anyway? How will the different groups be affected by the posts?
3. What – What type of content will be posted? Who else can post to this property along with you?
4. When – When and how often will you post content? It is critical to ensure that the content on the property is kept fresh and up to date.
5. Where – Where will this property reside? Will it be on FB, Twitter, LinkedIn, blogs, something else, or a combination of two or more of these?
6. How – How will the property be structured within the hierarchy and be accessible to the audience? How will you update content, monitor conversations and manage interactions?

Having a plan in place will help ensure that the property is kept up-to-date and is managed well. It will also help you realize if more contributors or planning is needed. For any assistance with preparing and executing a content plan, please contact the M&C department.

- **Using a specific tone of voice**

The tone of voice that the school adopts is professional and friendly, but not casual. Depending on the particular platform or property, this can change slightly but ensure that it does not come across as overly friendly or unprofessional (for e.g., using slang, smileys, incorrect grammar and spelling, etc).

- **Driving traffic to the website and other online properties:**

Where appropriate, provide a link on social media properties to relevant sections of the ISB website. This is especially convenient in sharing long form content. Apart from making it easy for users to consume content and enabling us to learn more about the audience you want to engage with, this helps promote the website. Also consider cross-promoting ISB's other social media properties from this one, where relevant.

- **Shutting down a property**

If the property was meant to be used for fixed period of time, for e.g., an event-specific handle, or if it has been decided to discontinue it for whatever reason, please ensure that it is shut down correctly. This should be done after informing all the members or followers and possibly providing them a link to visit for more information or suggesting other ISB properties to follow. We shouldn't have an ISB handle existing with dated information.

- **Owning responsibility**

Those posting on behalf of the school are fully responsible for the content that is posted and the way it is posted. Please ensure that there are no spelling mistakes, grammar errors or factual errors in the content. It always helps to read the content one last time to check for errors before hitting “Share” or “Send”.

We hope these guidelines prove useful to you in having healthy interactions with the ISB community online. If you have any questions, comments or suggestions, or for any other assistance with our social media policies, please contact the Marketing and Communications department.