



UNIVERSITY OF  
NORTHERN  
COLORADO

# Cross Division Team: Communications Annual Report 2022-23



Division of Student Affairs and Enrollment Services

University of Northern Colorado



## Section 1 – Purpose and Membership

### **Purpose**

The Cross-Division Communications Team is dedicated to fostering effective and inclusive communication across units, promoting collaboration and enhancing the overall student experience. Our mission is to empower individuals, foster a sense of belonging, and support the institution's strategic plan of *Rowing, Not Drifting 2030*.

### **Vision**

Our vision is to establish a seamless and interconnected community where effective cross-division communication serves as a catalyst for collaboration, innovation and student success while cultivating a culture of inclusivity and belonging. Through our strategic communication initiatives, we aspire to transform the way stakeholders engage, collaborate and contribute to the collective growth and advancement of the university.

### **Goals**

1. This is a foundational year to establish benchmarks and training for unit leaders on this topic.
2. Determine how we will communicate on social media platforms and which platforms we'll use and who will have access to those platforms.
3. Review and adopt division monthly themes to coordinate messaging and reduce proliferation of email communications.

### **Membership**

- Marcie Tucker, Director of Student Administration and Communication, Chair
- Shanna Suhr, Associate Director of Enrollment Marketing & Communications, Admissions
- Malik Osborne, Assistant Director of Competitive Sports, Campus Recreation
- Sheridan Snapp, Student Support Specialist, Student Affairs
- Lynne Huff, Executive Assistant, Office of the Vice President, SAES
- Bryson Kelly, Associate Director of Recruitment, Admissions
- Casey Sperry, Communications Strategist, SAES
- Katelyn Spooner, Coordinator for Curriculum, Assessment and Communications, HRE



## Section 2 – Summary of Action for the 2022-23 Year

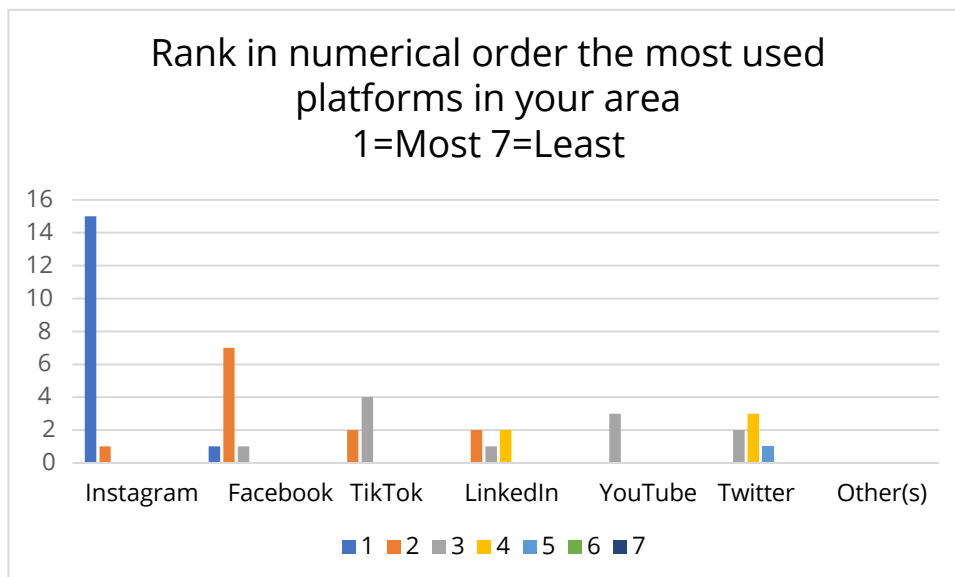
### Action Item 1: Identification and adoption of Division of Student Affairs and Enrollment Services monthly themes

A. See Section 4 - Monthly Themes

### Action Item 2: Adoption of Division of Student Affairs and Enrollments Services social media policy

A. See Section 3 – Policy

B. Developed and implemented social media survey to identify active social media channels. Below is a chart identifying the rank order of social media platforms for units within the division of student affairs and enrollment services. Instagram is clearly the most used social media platform. This coincides with the requests from students to post more on Instagram because they use that platform the most. In the upcoming year, 2023-24, the division’s goal is to increase our postings by 50% from current levels.





## Section 3: Policy

### Social Media Policy, Procedures, and Practices

**Effective Date: June 1, 2023**

#### Policy Statement

This policy establishes guidelines for the appropriate use of social media by units at the University of Northern Colorado's Division of Student Affairs and Enrollment Services. It aims to foster responsible digital citizenship, protect individual privacy rights, maintain professional integrity, and uphold the institution's reputation. This policy applies to all students and staff engaged in their respective program and/or service on social media activities.

#### Scope

This policy applies to all social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, TikTok, and any other current or future social media platforms.

#### Responsible use of social media

- a. **Respect for Others:** Students and staff are expected to be respectful in their interactions on university official social media platforms and refrain from engaging in any form of harassment, discrimination, or cyberbullying.
- b. **Confidentiality and Privacy:** Students and staff must maintain the confidentiality and privacy of sensitive information related to the college or university, its students, faculty, and staff. Do not disclose confidential or personally identifiable information through social media channels. Ensure compliance with FERPA regulations.
- c. **Role:** When posting on official university social media channels, staff and students are representing their respective unit/office/department/division and should avoid posting content that could negatively impact the university's reputation or that contradicts the values and policies of UNC. Content not created specifically for the unit/office/department/division should remain separate from official university channels.
- d. **Authenticity and Accountability:** The social media administrator should use the handle name posting on social media related to their unit/office/department/division activities. If individuals are sharing content from other channels, they are responsible for vetting content to ensure the content and content creators are legitimate and aligned with the university's values. New social media channels must meet the university standard for naming conventions.
- e. **Copyright and Intellectual Property:** Respect intellectual property rights by obtaining proper permission before using or sharing copyrighted material. Give credit to the original creators when applicable.
- f. **Compliance with Laws and Policies:** Students and staff must comply with all applicable laws, regulations, and university policies while using social media. This includes but is not limited to copyright laws, data protection laws, and the institution's code of conduct.
- g. **Content moderation:** Unit/Office managers of social media channels are responsible for ensuring social media channels are monitored for both content and comment moderation.
- h. **University Brand and Accessibility:** The social media icon and/or profile image must comply with any applicable university branding standards and content should be accessible to all users.



## **Compliance with university and divisional social media policies**

- a. All accounts must comply with the UNC and division social media policies. If the two policies ever conflict, the policy with the stricter requirement is to be met.
- b. University of Northern Colorado social media policy
- c. Social media channels that do not comply with this policy, procedures, or practices may result in the suspension of ownership of the social media channels.

## **Managers of social media channels**

- a. Primary administrative rights for official university social media sites will be assigned only to university employees.
- b. Official social media sites should have a minimum of two managers to ensure that the site is consistently managed. Should one manager be unavailable, the second assigned manager will manage the site.
- c. At least one of the two managers should be a full-time permanent university employee.

## **Best practices**

Please review the University of Northern Colorado's social media policy for best practices on naming conventions, posting frequency, etc. Also, it is highly encouraged to engage in cross-posting of content among units/offices and with the main university social media channels.

## **Creation of social media channels**

**Existing Accounts:** Units with social media accounts created before June 1, 2023, should review them within 30 days of the adoption of this policy with the divisional communications team and meet the following criteria:

- Does the account have content posted within the past six months?
- Who has access to the account?
- How does the social media account support the unit objectives for marketing and engagement with students?
- What are the metrics for the account (how many followers; what is the engagement with the account?)
- Should this account continue or be folded into another account?

**New Accounts:** The SAES Communications Office must first approve all division social media accounts. New social media accounts must meet the following criteria and comply with the university guidelines for new social media channels. New social media channels must meet the university standard for naming conventions.

- Provide a content calendar connected with unit objectives/marketing outcomes and measures for 6 months.
- Who will have access to the account?
- Who will be monitoring this account to ensure compliance with this policy?
- How does the social media account support the unit objectives for marketing and engagement with students?

Once approved by the SAES Communications Office, the policy will be submitted for approval to the university per the social media policy. If accounts are deemed to be inactive or need to be folded into another account, unit social media managers will work with the division and central communications team to shut down or deactivate the account(s).



## Section 4 – Monthly Themes

	January	February	March
Topic	<ul style="list-style-type: none"> <li>• Leadership Opportunities</li> <li>• Recognition of fall semester achievements</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Support - Financial Aid; Scholarships and Grants</li> <li>• Financial Literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Health, Wellness, and Safety</li> </ul>
Unit/Dept.	<ul style="list-style-type: none"> <li>• Office of Student Life</li> <li>• Depts. Student Affairs &amp; Enrollment Services</li> </ul>	<ul style="list-style-type: none"> <li>• Office of Financial Aid</li> <li>• Office of Bursar</li> <li>• Scholarships (Reisher)</li> </ul>	<ul style="list-style-type: none"> <li>• Campus Recreation</li> <li>• Dining Services</li> <li>• Health Promotion</li> </ul>
	April	May	June
Topic	<ul style="list-style-type: none"> <li>• Celebration</li> <li>• Transitions</li> <li>• Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Graduation</li> <li>• Leveling Up (First year to Second year, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• "Blueprint for Your Campus Experience"</li> </ul>
Unit/Dept.	<ul style="list-style-type: none"> <li>• Counseling Center</li> <li>• Center for Career Readiness</li> <li>• Depts. Student Affairs &amp; Enrollment Services</li> </ul>	<ul style="list-style-type: none"> <li>• Office of Registrar</li> <li>• Student Development</li> </ul>	<ul style="list-style-type: none"> <li>• Dept. Student Affairs</li> </ul>

# Cross Divisional Team: Communications



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	July	August	September
Topic	<ul style="list-style-type: none"> <li>Preparing for return to campus</li> <li>Move-in residential students</li> </ul>	<ul style="list-style-type: none"> <li>Community Welcome</li> <li>BIG Bear Welcome</li> <li>Community Values</li> </ul>	<ul style="list-style-type: none"> <li>Adjustment issues (homesickness, roommate conflict, accessing services, etc. )</li> <li>Self-care/Health Support</li> </ul>
Unit/Dept.	<ul style="list-style-type: none"> <li>Housing &amp; Residential Education</li> <li>Dept. Student Affairs &amp; Enrollment Services</li> </ul>	<ul style="list-style-type: none"> <li>Campus Recreation</li> <li>Office of Student Life</li> <li>Dept. of Student Affairs</li> </ul>	<ul style="list-style-type: none"> <li>Counseling Center</li> <li>Student Development</li> <li>Conduct/Accountability</li> </ul>
	October	November	December
Topic	<ul style="list-style-type: none"> <li>The co-curricular experience - highlighting student stories</li> </ul>	<ul style="list-style-type: none"> <li>It's Not too Late - Getting academic support and preparing for exams</li> <li>Financial Aid - FAFSA/CASFA/Scholarship</li> </ul>	<ul style="list-style-type: none"> <li>Stress coping skills</li> <li>Graduation &amp; Life - connection with alumni</li> <li>Going home - what to expect</li> </ul>
Unit/Dept.	<ul style="list-style-type: none"> <li>Campus Recreation</li> <li>Center for Career Readiness</li> <li>Office of Student Life</li> <li>Housing &amp; Residential Education</li> </ul>	<ul style="list-style-type: none"> <li>Disability Resource Center</li> <li>Office of Financial Aid</li> <li>Scholarships</li> </ul>	<ul style="list-style-type: none"> <li>Wellness</li> <li>Health Promotion</li> <li>Office of the Registrar</li> </ul>