Peer2Peer
Social Media Policies

Purpose:
- Peer2Peer ensures that all first-year students will be assigned an eMentor who will digitally engage with them and provide campus and academic resources their first year on campus through social media.
- Traditional college students entering Western Michigan University (WMU) are largely a part of Generation Z. This generation receives most of their information through social media apps such as Instagram, Twitter, Facebook, etc.
- Since Generation Z relies on digital engagement, social media is an important channel for Peer2Peer to connect with students and provide them information on how to be successful at WMU as they pursue their educational goals.

Posting Etiquette:
- Remember that you are representing Peer2Peer (Success at WMU) and Western Michigan University when you post on the peer2peerwmu Instagram account.
- The content that is posted should not harm or disparage WMU or any other University department/program.
- Posts should have a professional tone and be in appropriate language.
- Photos:
  - If using a photo from WMU, please use the WMU Online Photo Database.
  - Stock Photos: available at freeimages.com or pexels.com
- Anytime you create content remember **ACT**:
  - **Appropriateness**
    - Pictures should be work/school appropriate
    - There should be no obscene gestures
    - The people or students in the picture(s) should be dressed appropriately
    - Use high-quality photos (i.e. good lighting, not blurry, can see everyone’s faces)
    - Do not include political viewpoints or comments on social issues
    - Do not post confidential information about WMU, its students, or its alumni
  - **Captioning**
    - Photos should always have a caption or hashtag. See list below for hashtags that should be used based on the type of content that has been created.
    - The caption should reflect what the content is about.
    - Posts should be free from grammatical and spelling errors.
    - Follow the WMU Writing Style Guide and be aware of the University’s Visual Identity Guidelines.
Timing (Only applies to posts, excludes takeovers/stories)

- All photos will be posted by a Peer2Peer professional staff member or a Peer2Peer office assistant.
- The timeframe for posts will be 11am-1pm.
- If an event happens, all pictures should be posted in Teams within 48 hours of the event so they can be posted to the P2P Instagram account.

- If you create content that makes you even the slightest bit uncomfortable, then take some time to review the Peer2Peer social media policies and think about if your content aligns with them.
- Peer2Peer (Success at WMU) reserves the right to remove comments, images, or other material deemed vulgar or inappropriate.

Hashtags:
- All posts should always include #p2pwmu regardless of the content that it includes.
- Try to relate the hashtag to the type of photo.
- Examples:

<table>
<thead>
<tr>
<th>Admissions Events</th>
<th>#strikegold #wmubroncos #gobroncos</th>
</tr>
</thead>
<tbody>
<tr>
<td>eMentor/Mentor Successes</td>
<td>#mentorsuccesses</td>
</tr>
<tr>
<td>Mentee Successes</td>
<td>#menteesuccesses</td>
</tr>
<tr>
<td>Motivational Monday</td>
<td>#motivationalmonday #Mondayblues</td>
</tr>
<tr>
<td>Move Monday</td>
<td>#healthybroncos</td>
</tr>
<tr>
<td>WeSustainWednesdays</td>
<td>#sustainablebroncos</td>
</tr>
<tr>
<td>Social Media Ambassadors</td>
<td>#p2pwmusma</td>
</tr>
<tr>
<td>Birthdays</td>
<td>#broncobirthdays</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>#globallyengagedbronocs</td>
</tr>
</tbody>
</table>

Response Procedure:
- A Peer2Peer professional staff member with access will check the Instagram regularly to respond to all comments or direct messages. All questions or comments directed to the Peer2Peer Instagram account will only be responded to by the Peer2Peer Instagram account.
- A Peer2Peer professional staff member will refer students to appropriate program/department when necessary. For example, if a student inquires about housing on-campus they will be directed to contact residence life for further assistance.

Account Information:
- Before a takeover, you will be provided the Peer2Peer Instagram username and a unique password just for you. The password will be changed each time there is a takeover.
- Under no means can you share the username or password with anyone.
Best Practices:

1. Be Strategic
   - It is important to always keep in mind the purpose of the peer2peer.wmu Instagram account.
   - The content that P2P creates and shares should always align with the program’s learning outcomes and align with the objectives of WMU.
   - Always consider why and how the Instagram account is being used.

2. Be respectful
   - Social media provides a place to foster community and conversation.
   - Do not say anything on social media that you would not say to someone in person.
   - Stay polite when engaging in conversations and in the content you post.

3. Be accurate
   - Make sure that you have all the facts before you post.
   - It is better to verify information with a source first, than to have to post a correction or retraction later.
   - If you make an error, correct it quickly and visibly.

4. Add value
   - Always strive for content that is useful and relevant information.
   - Content should be timely and engaging and align with the overall mission of the university.