

Social Media, Moody, and You

Policies and Guidelines

Social Media Policy

As a higher education* and media ministry, Moody exists to equip people with the truth of God's Word to be maturing followers of Christ who are making disciples around the world. We have a tremendous opportunity to advance our mission through the effective use of social media. Each social media endeavor on Moody's behalf represents Moody and represents Christ, therefore by adhering to this social media policy we strive together to do this with excellence, energy, creativity, and dedication.

Opportunity

We embrace the opportunity social media provides to bring the gospel and Moody's mission to the world. Social media:

- Is a tool to tell the story of the ministries of Moody Bible Institute—to make it real and bring it to life.
- Helps Moody build relationships by engaging in dialogue with Moody's constituents.
- Engages participants to visit Moody's Web sites, donate to Moody, apply to Moody, listen to Moody Radio, purchase from Moody Publishers, pray for Moody, and more.

What is social media?

Social media is user generated content and the collection of websites and applications that enable people to interact and share information online.

Examples would include:

Online forums, blogs, social networking sites, social bookmarking sites, video and photo sharing sites, and user reviews.

Using Social Media on Behalf of Moody

When using social media as an official representative of Moody:

DO:

- Tell Moody's story from your ministries perspective
- Keep in mind that you are posting on behalf of Moody, and when necessary, identify yourself and the area you represent
- Post news and information that is already public
- Strike a balance between being personable and relatable while remaining consistent with Moody's theology, lifestyle, ministry, and vision

DON'T:

- Announce Moody news that is not yet public or yours to share
- Comment on behalf of Moody regarding issues that cannot be answered by directing people to Moody's doctrinal position
- Comment on work-related legal matters unless you are Moody's official spokesperson for the matter and have Moody's legal and management approval to do so
- Comment on political matters, as this could jeopardize Moody's tax-exempt status
- Criticize other ministries, organizations, or individuals
- Take sides in a controversy
- Disclose private internal information in regards to donors, finances, proprietary information, or any other "family business"

Using Social Media on Your Own Behalf While Employed by Moody

When using social media for personal reasons while an employee of Moody:

- **Community life commitments apply.** Your actions online continue to represent your commitment to the Community Standards in the Employee Information Guide. Ensure that all content associated with you is consistent with Moody's values.
- **You're speaking for yourself, not for Moody.** Be sure to write in the first person, making it clear that you are speaking for yourself and not on behalf of Moody. If you are writing specifically about your work at Moody, identify yourself and your role.
- **Perception is reality.** In social networks, the lines between public and private, personal and professional are blurred. By identifying yourself as a Moody employee, you create perceptions about Moody to our students, parents, listeners, readers, donors, and the general public. Make a good impression.

Social Media Guidelines

By using social media, individuals at Moody have the privilege of furthering the mission by telling our story directly to the world. As stewards of that privilege, we expect you to follow these guidelines in order to represent Moody with excellence:

- **It's your responsibility.** What you write is ultimately your responsibility. Participation in social media on behalf of Moody is not a right but a privilege. Treat it seriously and professionally.
- **Think before you publish.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit "send". Take a minute to try to figure out what's bothering you. When in doubt, don't. If you are still unsure, discuss it with your supervisor. Ultimately, what you publish is yours—as is the responsibility.
- **Check the facts.** Make sure what you are saying is factual.
- **Branding.** Avoid repurposing Moody logos and graphics intended for other uses. Contact the Social Media Team for artwork specifically designed for use on social media pages.
- **Policies Apply.** Moody's Computer Use Policy, Internet Usage Policy, and other Moody policies apply.
- **Perception is reality.** If what you publish reflects poorly on Moody or conveys confusing or misleading information, you will be asked by the Social Media Team to rewrite or remove your post.

Meet the Social Media Team

The Social Media Team, established by Corporate Communications in 2009, consists of Public Relations and the Web Communications Team.

They can be reached at socialmedia@moody.edu.

Getting Started

Strategic participation in social media is encouraged to ensure success. If you would like to setup a social media account on behalf of Moody, please complete the following steps:

- 1** **Manager Approval.** Discuss with, and receive approval from, your manager on how you plan to use social media to further your department's mission as part of your work for Moody.
- 2** **Apply.** Complete the *Social Media Application* available on my.moody.edu under Forms, and return to the Social Media Team for review. They will respond within 5 business days.
- 3** **Discuss.** After your application has been reviewed, the Social Media Team will contact/meet with you to review your strategic plan, discuss best practices, graphics requests, and any areas of concern.
- 4** **Sign up.** Once your request has been approved, create and begin using your social media account. Provide the Social Media Team with the username and password for the account—alerting them when the information changes.
- 5** **Support.** The Social Media Team will provide ongoing assistance for questions related to strategic planning and best practices. The individual/department is responsible for sign-up, creation and maintenance of the social media account. Since social media runs on systems outside of Moody, please do not call the Information Systems Help Desk for technical support.

Submitting Your Application

By mail:
Moody Bible Institute
Social Media Team—Crowell 7
820 N LaSalle Blvd
Chicago, IL 60610

By email:
socialmedia@moody.edu.

For those areas of the Institute which already have established social media accounts on behalf of Moody prior to the establishment of this policy, send the website URL, username, and password for each account to the Social Media Team. The social media account will be reviewed, and if there are concerns, you will be contacted.

Social Media Best Practices Guide

Helping you Represent Moody with Excellence

Social Media Best Practices

As stewards of the privilege of telling Moody's story directly to the world, what follows is a “road map” of best practices that will help ensure Moody is represented with excellence through social media.

Listen and respond consistently

At its core, social media is built on a relationship, one that is developed through two-way conversation—even when it occurs online.

To help facilitate a two-way conversation:

- Talk *with* people, not *to* them. Talk to readers like you would talk with real people in professional situations.
- Encourage comments by writing open-ended posts that invite a response. Read and respond as appropriate.

Just as people may tune out friends who only talk about themselves during a conversation, they may begin to tune out a never-ending stream of online posts that are one-sided.

- Re-post and re-tweet content that you believe would be of interest to your followers.

Respect for community

Regardless of the social media platform, remember to show respect for the community:

- Treat others the same as you would in the workplace—with respect and understanding.

For example, if someone responds to a Moody post in a negative manner, be patient and think critically before responding. Asking questions, even if the user is upset, could begin a productive dialogue.

- Follow platform community guidelines.

For example, Facebook guidelines state that users “will not post content or take any action on Facebook that infringes someone else's rights or otherwise violates the law.”

Edify and educate with relevant and informative content

Develop content that is relevant to your area at Moody and is of interest to your followers:

- **Be transparent and authentic.** Communicating online requires authenticity and transparency, as well as appropriate restraint on the personal and private. This necessitates a different voice and perspective than content written for other communications outlets.

Good examples:

“Are you married to your housekeeping opposite? Do you get frustrated doing more than your ‘fair share’? Kathy Peel is with us today to talk about it!”

“Today, our nation takes time to celebrate the life and legacy of Dr. Martin Luther King Jr. What kind of impact has Dr. King had on YOUR life? Post your thoughts here!”

- **Achieve balance.** Try to find an even balance between providing personal and professional information. Remember, you are a “brand ambassador” on behalf of Moody when you communicate via social media.
- **Give credit where it's due.** When using or referencing content posted on another blog or Web site, be sure to give credit. Copyright laws apply on the Internet.
- **Don't post too much.** Your followers may start to feel inundated with too-frequent content in the form of new posts when you start posting more than several per day.

On the flipside, updating infrequently can have the reverse effect and you may start to become irrelevant. Try to post something of interest at least once a week.

Best Practices in Action

Facebook

Pages, Group, or Personal

When you set up an account on Facebook, there are three account types: Personal, Pages, and Groups. The differences between them are subtle, but it's important the correct account is used.

- **Pages** serve as the official presence of an organization on Facebook. When officially representing your area at Moody, use Fan Pages.

When setting up a new account, we recommend using the general email address for your area vs an email of a specific employee. If the employee should leave Moody, your area will still have access to the Facebook account. For example, Moody Radio would use moodyradio@moody.edu.

- **Groups** should be used for non-official Moody ministries. They are typically used as gathering places for people who share a common interest, support a common cause, or participated in some program or event together. An example would be "Moody Students Serving in Cabrini Green".
- **Personal** is your personal page. When officially representing Moody – do not use a personal page for this purpose.

Username

Facebook gives you the ability to create a custom URL for your Facebook Page. For example, www.facebook.com/moodybibleinstitute. It is recommended once you set up your Page that you also set up a custom username. This will make it easier for you to reference your page in marketing materials or on-air promotions.

To do so, visit <http://www.facebook.com/username>.

Student Groups

Student groups wishing to promote Moody missions trips and short-term endeavors are encouraged to set up a Facebook Group (or a Wordpress blog). Since most content becomes irrelevant a few months after the trip has ended, it's recommended that the Group be deleted three months after the conclusion of the trip.

Twitter

With Twitter, you can send and receive text-based messages (known as ‘tweets’) that can be up to 140 characters and are delivered to the subscribers, who are known as ‘followers’.

Account Name

While Twitter limits each account name to 15 characters, the account needs to be named in such a way as to clearly represent Moody and the individual ministry/area.

Content

Twitter can also be used as a tool to deliver news, promote something new, foster conversation, or provide pass-along value (known as ‘retweets’).

Understanding the Terms

Follower - a person who interfaces with your content.

Post – new content in the form of a Facebook status, tweet, blog entry, photo, or video.

Blogs

Blogs provide a way to post extended commentary or news on a particular subject beyond a Facebook status update or short Tweet. Combining text, images, and links, the user experience is enhanced. The ability for readers to leave comments in an interactive format is an important part of using a blog.

Blogging Platforms

Moody recommends using WordPress.

Blogging Frequency

In an effort to create interest in your topic, it is recommended that at least one quality post be made on a weekly basis.

Student Groups

Student groups wishing to use blogging as a way to promote Moody missions trips and short-term endeavors are encouraged to set up short-term blogs (or a Facebook Group). Since most content becomes irrelevant a few months after the trip has ended, it’s recommended that the blog be deleted three months after the conclusion of the trip. If there is ongoing interest after the trip, it’s encouraged that the blog transition over to a Facebook Group instead.

Photos

- It is recommended that the photo album feature within Facebook be used to share photos. This provides value-added content to those who are already following your page, and gives them another reason to interact with you. It is recommended that you set your photo album access to 'Everyone'.
- If you do not have a Facebook account and need a place to host your social media related photos online, we recommend Flickr.com.

Video

- It is recommended that the video feature of Facebook be used to share videos. This provides value-added content to those who are already following your page, and gives them another reason to interact with you.
- If you do not have a Facebook account and need a place to host your social media related videos, we recommend YouTube.com.
- Official Moody-sponsored videos will reside on the Moody YouTube channel at www.youtube.com/moodybibleinstitute. If you have an official Moody related video that you would like added to this page, please contact socialmedia@moody.edu.

Moody Bible Institute
Social Media Application

Name _____

Department _____

Manager/Supervisor _____

Objective

What do you want to accomplish through the use of social media on behalf of Moody?

Strategy

What is your strategy to accomplishing your objective?

Target Audience

Who are you trying to reach and connect with?

Social Media Outlet

What social media outlets do you plan to use, and how will you use them to meet your objective and audience:

Social Media Outlet #1: _____

How you will use: _____

Social Media Outlet #2: _____

How you will use: _____

Social Media Outlet #3: _____

How you will use: _____