

The logo for Terminal Four (T4) is a red rounded rectangle with a white 't' and a superscript '4' in the center. Below the red rectangle is a black horizontal bar containing the text 'TERMINALFOUR' in white, spaced-out, uppercase letters.

t⁴

TERMINALFOUR

Policies and governance

Policies and governance

The **service agreement** provides important information which details the timeframes and procedures involved with publishing content in T4. For more details on the agreement and its contents please contact your Web Content Editor.

Policies and governance	2
Social media guidelines.....	3
Social media guidelines.....	3
Personal use	5
Contacts.....	6
Who can help me further?.....	6
More about the team	7
Additional resources.....	9
Find out more	9

Social media guidelines

SOCIAL MEDIA GUIDELINES

Social media allow the University, and its staff and students, to engage with audiences in new way. However, this also brings many more risks than with traditional printed and electronic communications.

The University has a number of policies and guidance documents covering IT, HR and the corporate identity but there are no specific Social Media guidelines at present.

The Faculty has developed an overview Social Media policy to support colleagues who are using social media on behalf of the University or to represent the University in a professional capacity. The policy will evolve and grow in line with the University's own Social Media policy.

The aim is to:

- Promote good practice
- Support colleagues to make effective use of social media
- Protect the University, its staff and students

Dos and don'ts

DO:

- **Let us know if you open a University social media account.**

The University's official social media channels are

- <https://twitter.com/AdmissionsUoM>,
- <http://www.youtube.com/universitymanchester>
- <https://www.facebook.com/AdmissionsUoM>

and these are managed by the Central Communications and Marketing team. If you intend to set up your own account representing your area in a formal capacity please let the Faculty Web Team know via your Web Content Editor.

- **Remember you are representing the University**

Remember that you are representing the University and your posts should be professional and respectful in tone. Remember that what you say and how you say it will impact upon the University's reputation.

- **Make sure you align to the branding guidelines**

If you are managing a University Facebook/Twitter/LinkedIn etc. account. The University has clear guidelines which outline the use of images, videos, writing for the web and tone of voice. Before

starting to use Social media make sure you understand these, details can be found at www.manchester.ac.uk/brand. If you are in any doubt contact the Communications and Marketing team on marketing@manchester.ac.uk.

- **Think twice before posting**

Social media is permanent. Remember whatever you post will be there for the world to see, so if you wouldn't publish it on the internet or tell a journalist, then don't commit it to social media.

- **Be honest**

Even though social media seems like an anonymous tool it is important to be honest about who you are and who you are representing when you are posting content.

- **Know your audience and be prepared – make a plan!**

Social media provides a great opportunity to engage with people who are interested in what the University is doing but don't assume you know what they want. Plan social media as part of your normal communications plans and make sure you review which posts people are interested in/commenting on. Always remember though that anyone can be part of your social media community (even journalists and staff from other Universities) so if you wouldn't say it to a journalist don't post it online!

- **Always be courteous and polite**

- **Make time for social media**

If you are going to represent the University you need to make time for social media. Followers expect continuity and responsiveness. There is nothing more guaranteed to lose followers than a Twitter account that hasn't 'tweeted' for many days, weeks or months.

- **Respond to negative as well as positive comments**

Not all your followers will have positive things to say about what you are posting but that doesn't mean you can simply ignore them. Even negative comments need a response. But always remember to be polite – even if you don't feel like it!

- **Respect other's privacy**

Don't post private information or personal details (yours or others), particularly about staff or students.

DON'T:

- **Spam**

Your followers don't want to be overloaded with information which isn't relevant to them. Make sure your posts are relevant or connected to what your followers have signed up for!

- **Express personal opinions when representing the University**

You are representing the University when you use social media in an official capacity, so steer clear of expressing personal opinions. If you want to use social media to express your own views make sure you use your personal account.

PERSONAL USE

These guidelines are intended as advice for staff using social media in a professional capacity.

If you are 'posting' as yourself but identify yourself as a University member of staff then you should make it clear that the views you express are not necessarily those of the University and should not use the University's logos or branding within your posts or accounts.

Contacts

If you want to know more about setting up a Social Media account contact the Faculty Web Team via your Web Content Editor.

WHO CAN HELP ME FURTHER?

The first point of contact for all website related issues should be your School **Web Content Editor**, make a request via Remedy

In addition, you can attend a weekly web drop in session in your School (contact your Web Content Editor for details).

You can also contact other members of the Faculty Web Team using the details below:

MARIE GRAY Faculty Communications Manager marie.gray@manchester.ac.uk Phone - 50280 Room 1.004, 176 Waterloo Place	PHILIP MOORES Web Manager philip.moores@manchester.ac.uk Phone - 61630 Room 20, Devonshire House	AUBREY SCULLY Web Officer aubrey.scully@manchester.ac.uk Phone - 54880 Room B3.5, Ellen Wilkinson Building
TRACY TIMPLERLEY Web Officer tracy.timperley@manchester.ac.uk Phone - 51397 Room B3.5, Ellen Wilkinson Building	TONY RICKARD Web Officer tony.rickard@manchester.ac.uk Phone - 61749 Room B3.5, Ellen Wilkinson Building	WARREN GATES Web Officer warren.gates@manchester.ac.uk Phone - 61640 Room 20, Devonshire House
PHIL OLSEN Web Content Editor philip.olsen@manchester.ac.uk Phone - 55695 Room WG22, Samuel Alexander Building	ROBYN MCKEOWN Web Content Editor robyn.mckeown@manchester.ac.uk Phone - 52020 Room 20, Devonshire House	

MORE ABOUT THE TEAM

AUBREY SCULLY - FACULTY WEB OFFICER

Before joining the Faculty web team Aubrey was the Web, Information and Events Officer at the Institute for Political and Economic Governance (IPEG) in the School of Social Sciences.

Current responsibilities:

- Web site development and maintenance in T4
- Support for University hosted Wordpress and Dreamweaver/Contribute based web sites.

TRACY TIMPERLEY - FACULTY WEB OFFICER

Before the formation of the Faculty web team Tracy provided web support for the School of Education and has previously provided support for mainframe computing within the School.

Current responsibilities:

- Web site development and maintenance in T4
- Supporting the Select Survey

TONY RICKARD - WEB OFFICER

Tony previously worked as WP Operator at the British Council and Internal Communications Officer at Manchester Airport. Tony has worked at The University of Manchester as a web developer and IT manager for 11 years prior to joining the Faculty Communications Team.

Current responsibilities:

- Supporting the design and development of the first phase of the new School of Education, Environment and Development website

WARREN GATES - WEB OFFICER

Warren has over 18 years' experience in Local Government positions.

Current responsibilities:

- Lead Web Officer for the delivery of the School of Arts, Languages and Cultures/School of Law web projects
- Technical development of T4 Phase 1 templates
- Supporting Web Content Editors when required

PHIL OLSEN - WEB CONTENT EDITOR

Phil has previously worked for Tate Liverpool, the Royal Northern College of Music and the Bluecoat Arts Centre.

Current responsibilities:

- Enhancing and updating the content on the 17 ALC subject area landing pages
- Supporting Centres and Institutes in new content development

ROBYN MCKEOWN - WEB CONTENT EDITOR

Robyn has worked on various online communications projects such as the My Manchester online environment and the relaunch of the MHS websites.

Current responsibilities:

- Supporting the first phase of the new School of Education, Environment and Development website

Additional resources

The University of Manchester brand website contains a wide range of information for building promotional and communications assets that conform to the identity and style that best represents the University. This website can be found at the URL: www.manchester.ac.uk/brand.

In particular, the following pages will be useful in building effective web content:

- Tone of Voice guidelines: <http://www.brand.manchester.ac.uk/written-word/>
- Image guidelines: <http://www.brand.manchester.ac.uk/imagery/>
- Web guidelines: <http://www.brand.manchester.ac.uk/web/>

Find out more

PUBLISHING GUIDE - describing the publishing workflow in place and the publishing rights of different web users.

PAGE LAYOUT AND TEMPLATE GUIDE - describing the different page layouts and range of templates that can be used on web pages.

A CONTRIBUTOR'S GUIDE TO USING T4 - explaining the key tasks that Contributors will need to maintain their web pages.

WRITING FOR THE WEB AND SEO - a guide on how to create text and pages for the web that work for both people and for search engines.

POLICIES AND GOVERNANCE - explaining the policies that IT has in place for publishing web material and social media use.

FREQUENTLY ASKED QUESTIONS - a guide on how to create text and pages for the web that work for both people and for search engines.

IN A NUTSHELL - a summary of the most common tasks carried out by T4 users.