



RU Connected User's Guide

Brought to you by the Office of Student Activities and R.U.S.G.A.

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I. INTRODUCTION

Welcome to the official communications manual for the Office of Student Activities.

According to Facebook, Inc., “Social media has fundamentally changed the way people, communities and institutions relate to each other, consume information and discover new things. By giving individuals a new platform for self-expression, social media has become a natural extension of the most cherished ways people communicate: talking and sharing with friends. Communities are forming around common interests and ideas” (2011). Another researcher states that, “it was found that the popular social networking site [Facebook] was considered to be part of the ‘social glue’ that assisted students in their transition into university life” (Benckendorff, P., Ruhanen, L., & Scott, N., 2009). Further, “When effectively used, student affairs professionals experience an increase in their programs, services, and activities” (Olson, D. and Martin, Q., 2010).

As such, we, in the Office of Student Activities, strive to stay on the cutting edge of these changes and work with the latest developments in technology to effectively communicate with the University community at Regis, specifically Regis University students. RU Connected will supplement the current outreach efforts including posters, InSite articles, the marquee and the slideshow.

II. MISSION STATEMENT

The Office of Student Activities relentlessly pursues the development of a university community that creates a place for every student to be successful, involved and engaged in the work of creating a life of meaning. We accomplish this by mentoring and collaborating with visionary students who excel at creating leadership opportunities, programs and events that enrich and enliven the collegiate experience.

III. THE SITES

- a. Facebook (www.facebook.com/RUConnectedRegis)
- b. Twitter (<http://twitter.com/RUConnected1>)

IV. PROTOCOL FOR SUBMISSIONS (EVENTS AND ANNOUNCEMENTS)

a. The Office of Student Activities

Primary consideration is given to events and announcements originating in the Office of Student Activities. This includes, but is not limited to, the Regis University Student Government Association (R.U.S.G.A.), Weekend Programming, the Outdoor

Adventure Program, Intramural Sports, Club Sports and Recreation, RegisCorps (Leadership), Student Media and Publications, Best of Colorado, and Last Call.

i. ANNOUNCEMENTS

1. The organizations listed above are permitted to submit **TWO** announcements for the general newsfeed **per calendar week** (Sunday through Saturday).
2. The organizations are permitted to specify which day(s) during the work week (Monday through Friday) they would prefer the announcement to run. This, however, is not a guarantee of the specific time or day, but rather an item of preference.
 - a. Final decision of when the announcement runs during the calendar week is up to the system administrators.
3. Users should submit their request via the online form found at www.regis.edu/RUConnected.
 - a. Submissions may also come in the form of a written email with all required information to RUConnected@regis.edu
4. Submissions are due no later than 12:00 p.m. 3 days in advance of the date that the announcement is scheduled to go out on RU Connected?.
 - a. Submissions may not contain any vulgar language, references to alcohol or suggestive material. All submissions must support and adhere to the University mission statement.
5. The system administrators reserve the right to refuse any submission that does not fall within these requirements.

ii. EVENTS

1. The organizations listed above are permitted to submit the number of event postings planned for that week (i.e. there are 4 events, therefore he/she may submit 4 event postings).
2. The organization may submit event postings up to **two weeks** before the event.

3. Users should submit their request via the online form found at www.regis.edu/RUConnected.
 - a. Submissions may also come in the form of a written email with all required information to RUConnected@regis.edu
4. Submissions are due no later than 12:00 p.m. 3 days in advance of when the organization would like the event advertised.
5. Event postings must include the following:
 - a. Name of the Event
 - b. Day, Date and Time of the Event
 - c. Location including building, room and street address
 - d. Contact phone number and email address for RSVP or questions
 - e. Sponsoring Organization or Department
6. Event postings may include a PDF of the event flyer or a photograph (JPEG or TIFF) for inclusion as the image within the event posting. Files are not to exceed 4MB.
7. The event may be submitted as an announcement for the general newsfeed 3 times with the regular guidelines of announcement submissions (see section IV.a.i.).

b. Departments within Regis University

Secondary consideration is given to events and announcements originating within individual departments at Regis University.

“Departments” can be defined as an office or individual within the Regis University system. This category includes, but is not limited to, the offices of Residence Life, Student Life, Career Services, Counseling & Personal Development, Disability Services, University Ministry, Diversity and Service Learning; and academic departments, individual colleges, clubs and associations within the University.

i. ANNOUNCEMENTS

1. The organizations listed above are permitted to submit **ONE** announcements for the general newsfeed **per calendar week** (Sunday through Saturday).
2. The organizations are permitted to specify which day(s) during the week they would prefer the announcement to run. This, however, is not a guarantee of the specific time or day, but rather an item of preference.
 - a. Final decision of when the announcement runs during the calendar week is up to the system administrators.
3. Users should submit their request via the online form found at www.regis.edu/RUConnected.
 - a. Submissions may also come in the form of a written email with all required information to RUConnected@regis.edu
4. Submissions are due no later than 12:00 p.m. 3 days in advance of the date that the announcement is scheduled to go out on RU Connected?.
 - a. Submissions may not contain any vulgar language, references to alcohol or suggestive material. All submissions must support and adhere to the University mission statement.
5. The system administrators reserve the right to refuse any submission that does not fall within these requirements.

ii. EVENTS

1. The organizations listed above are permitted to submit up to **TWO** event postings per calendar week.
2. The organization may submit event postings up to two weeks before the event.
3. Users should submit their request via the online form found at www.regis.edu/RUConnected.
 - a. Submissions may also come in the form of a written email with all required information to RUConnected@regis.edu

4. Submissions are due no later than 12:00 p.m. 3 days in advance of when the organization would like the event advertised.
5. Event postings must include the following:
 - a. Name of the Event
 - b. Day, Date and Time of the Event
 - c. Location including building, room and street address
 - d. Contact phone number and email address for RSVP or questions
 - e. Sponsoring Organization or Department
6. Event postings may include a PDF of the event flyer or a photograph (JPEG or TIFF) for inclusion as the image within the event posting. Files are not to exceed 4MB.
7. The event may be submitted as an announcement for the general newsfeed 3 times with the regular guidelines of announcement submissions (see section IV.a.i.).

c. Organizations outside of Regis University

- i. The use of social media is **NOT** to be used for organizations distinct from Regis University. This includes, but is not limited to, advertisements for businesses, housing and services beyond the Regis University boundaries.

Appendix A. REGIS UNIVERSITY FACEBOOK COMMENTS POLICY

The Office of Student Activities at Regis University welcomes the community's contributions to its Facebook Page (i.e. comments, photo tagging, wall posts, etc). Community-contributed content on the Page is the opinion of the specific author and does not represent Regis University.

Regis University abides by Facebook's Statement of Rights and Responsibilities and the University asks its Facebook Fans to do the same. In particular, please do not post unauthorized commercial solicitations (such as spam); bully, intimidate, or harass any user; post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence; or do anything unlawful, misleading, malicious, or discriminatory on Regis' Facebook Page.

Regis University reserves the right, but is not obligated, to remove comments that contain commercial solicitations; are factually erroneous/libelous; are wildly off-topic; that cannot be translated into English by Google Translate or other free online translation software; or that otherwise violate Facebook's Statement of Rights and Responsibilities. Regis University and Facebook encourage all users to utilize the "Report" links when they find abusive content.

Any comment, photograph, video or activity on the Regis University RU Connected? Facebook page found in violation of the Regis University Student Code of Conduct as defined in the Student Handbook will be promptly reported to the Director of Student Activities. Any one individual or organization in violation of Regis University's Facebook policies and/or the Student Code of Conduct will be subject to the judicial process.

Regis University thanks you in advance for your contributions to the University's RU Connected? Facebook Page, and for your help in creating a safe and vibrant online community here.

Appendix B: GUIDE FOR EMAIL SUBMISSIONS

Announcements Must Include

- Announcement (limited to 140 characters)
- Date for posting (must be 3 days from today's date)
- Department or Organization
- Name of Contact Person
- Phone Number or Regis Extension
- Email Address
- Notes (can include a website for more information)

Events Must Include

- Name of the Event
- Day and Date
- Time
- Location
- Description
- Date for posting (must be 3 days from today's date and no more than 2 weeks before the event)
- Department or Organization
- Name of Contact Person
- Phone Number or Regis Extension
- Email Address
- Notes (can include a website for more information)
- JPEG, PDF or TIFF (Maximum size 4MB)