



Saint Martin's
UNIVERSITY



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I. INTRODUCTION

Social media is a powerful tool for sharing the Saint Martin's University story and building connections. We're excited to have you representing the university on social media. This guide provides clear expectations and best practices to ensure that your posts align with our mission, values, and the standards of a Benedictine Catholic institution. We welcome respectful, constructive feedback to these guidelines as a part of our ongoing commitment to improvement.



2. YOUR ROLE REPRESENTING THE UNIVERSITY

When you post on social media as an affiliate of Saint Martin's University, you become a representative of our brand and values. You play an important role in sharing authentic, engaging content that reflects the spirit, achievements, and unique stories of our community. While your personal voice and creativity are encouraged, remember that your audience may perceive your content as reflective of the university. Act with integrity, professionalism, and care—both for your audience and our shared mission.

3. CONTENT STRATEGY

- Identify who your target audience is (i.e., current students, prospective students, parents, or alumni).
- Share stories that reflect academic excellence, student life, and community service.
- Highlight achievements, events, and milestones.
- Use high-quality photos and graphics that reflect professionalism.
- Prioritize inclusive, welcoming, and accessible content.
- When in doubt, focus on content that informs, celebrates, or builds community.

4. DOS AND DON'TS — BEST PRACTICES

DO

- Be accurate and fact-check before posting.
- Use respectful, inclusive, and professional language.
- Tag the official Saint Martin's accounts when relevant.
- Use hashtags purposefully (#SaintMartinsUniversity, #SMUSaints).
- Seek permission before posting identifiable images of others.
- Make sure your message is clear and consistent.
- Time posts carefully to maximize visibility and increase engagement.
- Moderate comments — delete ones that expose privacy, spread misinformation or are inappropriate or abusive.



DON'T

- Like your own posts.
- Ignore comments.
- Neglect accounts and become inactive.
- Post confidential or sensitive university information.
- Use profanity, hate speech, or discriminatory language.
- Misrepresent your role or the University's stance.
- Engage in online arguments or inflammatory topics using the University's name.
- Delete negative comments that can offer constructive criticism — unless hateful or harassing.



5. SOCIAL MEDIA CHECKLIST

- ☑ Is your post respectful and inclusive?
- ☑ Does it reflect our values and mission?
- ☑ Have you checked spelling, grammar, and tone?
- ☑ Have you remembered to caption each post?
- ☑ Did you verify that all links attached work?
- ☑ Are any graphics, photos or videos appropriate and high-quality?
- ☑ Have you tagged the appropriate departments, people, or organizations?



6. BRANDING TIPS

- Use official University logos only with permission.
- Keep tone consistent with the University voice — welcoming, respectful, and positive.
- Align colors, fonts, and graphics with university branding when creating promotional content.
- Reference the university as “Saint Martin’s University” on first mention; “Saint Martin’s” is acceptable after. Avoid using the reference “SMU” as it could be confused with other institutions.
- Use official profile images and handles for organization pages.



7. RESPONDING TO NEGATIVITY

- Pause before responding—never post in anger or frustration.
- If necessary, acknowledge concerns respectfully and guide the conversation offline.
- Avoid engaging with trolls or inflammatory comments.
- Report serious threats or harassment to Public Safety.
- When unsure, consult with the University’s Office of Marketing and Communications.

8. KEY ELEMENTS

- **Accuracy:** Represent facts truthfully.
- **Consistency:** Maintain a coherent voice and tone.
- **Clarity:** Communicate your message clearly and simply.
- **Accessibility:** Use alternate text and captions when possible.
- **Respect:** Always assume your audience includes current and future Saints.
- **Privacy:** Comply with FERPA regulations and don’t post confidential information about students, faculty, staff, etc. (i.e., names, addresses, contact information, etc.)



9. ALIGNMENT WITH OUR BENEDICTINE VALUES

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10. AI POLICY GUIDELINES

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Questions?

Contact the Office of Marketing and Communications:
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