

Guidelines for Promoting Blogs

University Marketing Communications provides links from Wilkes University's official blog page (<http://wilkes.edu/blogs>) to a list of blogs written by faculty, staff and students. These blogs demonstrate our leadership in major public issues, experiences and trends. These links lead to the university's official blog provider, WordPress.com.

The views expressed on the blogs are those of the authors and their readers. Links to a blog do not imply that the university endorses any of the views expressed within the blog, nor is the campus responsible for other content of external Web sites.

By participating with the official Wilkes University blog site, WordPress.com, you adhere to the rules that govern all Wilkes University blogs.

Why Blog?

Blogging is a relatively new communication medium that has dramatically changed how public discussion occurs. By promoting these blogs, University Communications is carrying out its responsibility to promote ideas and scholarship created at the university.

Your blog offers the opportunity to facilitate conversation about important and timely topics, and to create a sense of community among your readers. Voicing your perspective on a subject about which you are passionate invites discussion and provides a forum for the sharing of ideas and intelligent debate. Your blog allows you to communicate, educate and inspire on a global level.

What is considered a Wilkes University Blog?

The following are the criteria that would make a blog Wilkes University property:

- Any blog that is created and directed by the Wilkes University Marketing Communications office
- Any blog that is located within Wilkes University's WordPress.com account
- Any blog that is linked from Wilkes.edu
- Any blog that uses blogger's name, position within the University and or job position

Criteria for selecting blogs

Marketing Communications goal is to be as inclusive as possible, using the following criteria:

- Bloggers need to be connected to Wilkes University as faculty, staff, graduate students, postdoctoral fellows, students, or alumni.

- The blogs should relate to the University mission of research, education and public service.
- Bloggers may not be anonymous. In the case of collaborative blogs, for instance, individual bloggers must be identified.
- Bloggers must display respect for other opinions and people, and discourage personal attacks. It should be recognized that popular blogs attract a wide range of comments, and some will fall short of these standards. Such comments should be removed immediately.

Guidelines for campus bloggers

- Blogs hosted from the Wilkes University Web site within the wilkes.edu domain need to follow Wilkes University policies, including the prohibition of engaging in political activities during University work time. (For more, go to <http://www.wilkes.edu/pages/1075.asp> - General Policies on Acceptable Use of Computer & Electronic Resources.)
- Users of Wilkes University's electronic communications resources shall not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the University or any unit of the University unless appropriately authorized to do so.
- Whether blogging on- or off-campus, Wilkes University affiliates should not use a campus address or affiliation to imply the University's support for a particular point of view.
- Wilkes University reserves the right to remove any blog from WordPress.com, or links associated to a blog that resides on Wilkes.edu, without notice to the author for any reason.
- It is expected that any student, faculty or staff notify his/her direct supervisor about his/her intent for blogging if the blog will contain anything that is associated with Wilkes University.

Blogging Instructions

The following guidelines have been established to help you become a successful blogger and abide by the code set by Wilkes University. Remember that blogs are public and will be seen by Wilkes University students, faculty and staff as well as the general public.

A. Template/Blog Creation

- A template will be created for you through the Office of Marketing Communications, and the blog will be created through Word Press. The template will, in most cases, include a photo of you, which will be taken by Marketing Communications.
- User will sign up and create a username for Wordpress.com. The University will grant permissions to the created blog once user has created username.

- User must submit a basic biography for the “About Me” page prior to publishing of first post. A photo will be included on this page as well.

B. Blog Content

- Consider what you are posting on your blog. If you have any second thoughts regarding content, it’s best to not post it at all. The content you post on any Wilkes blog can cause backlash both to you personally and against the University.
- Be active. It’s important to make sure you are providing new content one or two times a week. Long delays in content updates will cause large drops in readership and render the blog ineffective.

C. Linking on Blog

- When providing links on your blog, make sure to have the link open in a new window.

D. Policies and Procedures / Branding

- Follow all rules regarding social media/branding/web policy, which can be found under the Marketing Communications section of the website (click here - <http://wilkes.edu/pages/3211.asp>).
- The Marketing Communications Department reserves the right to remove or edit posts if deemed necessary.

E. General Blogging Tips

- When creating your first blog entry, make sure to create an introduction post explaining who you are and what you will be writing about.
- Create accurate title posts to describe what you’ve written.
- Utilize keywords/tags with each blog post to describe what you’ve written.
- Use visuals when possible. Make sure to obey all copyright laws in doing so.
- Ensure that spelling and punctuation are correct.
- Monitor comments posted to the blog and respond accordingly.
- Again, be active! Communication drives the blog!

F. Questions?

- If you have any questions or concerns, please contact Craig Thomas at extension 4755.