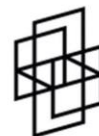


UoM Architecture

Social Media Guidelines

Compiled by Committee on Website Coordination

Approved at Department Staff Meeting (DoA/SM/05/2022) - 12.05.2022



Department of Architecture
University of Moratuwa

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INTRODUCTION

1. Instructions

- 1.1. This document has 3 parts; the introduction to the guidelines, Part A & Part B
- 1.2. Introduction to guidelines provide user instruction for the document and outlines and the objectives of the Social Media Guidelines.
- 1.3. Part A
 - 1.3.1. Provides necessary information for accessing each Social Media Platform
 - 1.3.2. Only to be accessed by the Head, designated Senior Staff member and Web-coordinators
- 1.4. Part B is for the gen
 - 1.4.1. Outlines the guidelines and responsibilities pertaining to each Social Media platform
 - 1.4.2. To be accessed by and for the information of all parties involved in Social media activities (Both staff and assigned students)

2. Objectives of the Guidelines

- 2.1. To adopt and maintain a framework to ensure the professionalism in publishing/ content To maintain the reputation of the Department of Architecture
- 2.2. To prevent potential content that would discredit or tarnish the good name of the Department of Architecture
- 2.3. To establish a staff-student interactive body in order to maintain, sustain and function media related activities.

PARTA

3. Username & Passwords

3.1. Department website Editor account

Username :

Password:

3.2. LinkedIn

Username:

Password:

3.3. UoM Architecture YouTube Channel

Username :

Gmail:

Password:

*This is the login of gmail which linked to the Youtube channel

3.4. Facebook

Username:

Password:

3.5. Twitter

Username:

Password:

3.6. Instagram

Username:

Password:

PART B

1. Facebook

1.1. **Objective:**

- 1.1.1. Enhance the online visibility of the Department to attract the general public, industry and potential sponsors
- 1.1.2. Provide as an alternative common information platform on Department Activities.
- 1.1.3. Encouraging active participation of existing staff/ students/ alumni in department activities.
- 1.1.4. Act as platform for the UoM Architecture community

1.2. **Authority:**

- 1.2.1. *Page Admins:* Head, Web-coordinators, Student Event coordinator, Online Work/ MIS Coordinator, Vice – President -B.Arch & BLA Student Societies
- 1.2.2. *Editors:* Web-coordinators, Student Event coordinator, Online Work/ MIS Coordinator, Vice - President (PR) - Vice – President -B,Arch & BLA Student Societies

1.3. **Target Audience:**

Students, Staff, Alumina, General Public Open platform

1.4. Content (Posts)

Item	When	Design		Caption		Responsibility of coordinating	Responsibility of posting
		Designer	Approval	Writer	Approval		
Department events	Soon after event posted	Design Team	Website Coordinators	Editorial team	Website Coordinators	Website Coordinators	Website Coordinators
Students' events	Soon after event posted	Student Society/Design Team	Website Coordinators	Student Society/Editorial team	Website Coordinators	Website Coordinators/VP-Students Society	Website Coordinators /
Special Activities /Flyer Series-Ex-SLIA Events	Based on event timeline	Design Team	Website Coordinators	Editorial team	Website Coordinators	Website Coordinators/VP-PR Student Societies	Website Coordinators
Special Achievements by Staff and Students	Within 2 days of achievement	Design Team	Website Coordinators	Editorial team	Website Coordinators	Website Coordinators/VP-PR Student Societies	Website Coordinators
Recognition of achievements of Department members by other FB pages	Within 2 days of achievement	Share the Flyer/Video posted by another FB page from Gavel Mora page		Editorial team	Website Coordinators /VP-PR Student Societies	Website Coordinators/VP-PR Student Societies	Website Coordinators

for achievements							
Blog Post Ex-Structure project	Soon after posted on web	N/A	N/A	Editorial team	Head, Senior Staff member, Website Coordinators /VP-PR Student Societies	Website Coordinators/VP-PR Student Societies	Website Coordinators
Event Photo Albums Ex-CDP, Inauguration	Soon after album is released	Photographic team	Website Coordinators	Editorial team	Website Coordinators /VP-PR Student Societies	Website Coordinators/VP-PR Student Societies	Website Coordinators
Group photographs of special events - Batch photographs etc.	Soon after the event	Photographic team/ Design team	Editorial team	Website Coordinators	Website Coordinators	Website Coordinators	Website Coordinators
YouTube Video on UoM Architecture	Soon after the videos are uploaded or when Premier set	Video graphic Team	Website Coordinators	Editorial team	Website Coordinators	Website Coordinators/VP-PR Student Societies	Website Coordinators /VP-PR Student Societies

1.5. What NOT to post

- 1.5.1. Promotional content of other clubs/organizations
- 1.5.2. Casual and personal material such as birthday wishes etc.
- 1.5.3. Unprofessional content such as selfies etc.

*Common template to be developed.

2. Instagram

2.1. Objective:

- 2.1.1. Develop a social media platform to engage and attract members of the architectural community (local and international) and general public in an Interactive manner through visual content and serve as a visual based marketing platform for UoM Architecture

2.2. Target Audience :

Architectural community (local and international) and general public

2.3. Authority:

Profile Logins: Website Coordinators, Vice president – PR (Student Societies)

2.4. Content to post

- 2.4.1. Flyers about special Departments/ Student events
- 2.4.2. Group photographs
- 2.4.3. Artistic Photographs student work
- 2.4.4. Other special photographs from special events
- 2.4.5. Achievements of the UoM Architecture community (staff/ students/ alumina)
- 2.4.6. Educational content

2.5. What not to post

- 2.5.1. Personal photos focused on one or few members (Except Achievements)
- 2.5.2. Birthday wishes etc.
- 2.5.3. Personal bullying unprofessional addressing to UoM Architecture community
- 2.5.4. Low quality content (Selfies, Flyers, Photos, videos)

2.6. Important

- 2.6.1. Maintain good excitement and professionalism in Instagram posts
- 2.6.2. Instagram has a more personal approach as a profile when using. But make sure the personal views of the person who is posting is not displayed through the image/video or the caption.
- 2.6.3. Content should be well thought out, high quality and ensure the Department's reputation is maintained at all times.
- 2.6.4. Use #UoMArchitecture along with any post
- 2.6.5. Use only other proper hashtags
- 2.6.6. No tagging of members unless approved by Website Coordinators.

3. Facebook/ Instagram Stories

3.1. Content to posts

- 3.1.1. Special event flyers
- 3.1.2. Achievements of the UoM Architecture community (staff/ students/ alumina)

3.2. What not to post

- 3.2.1. Personal content such as Birthday wishes, Personal bullying etc

3.3. Important

- 3.3.1. Use #UoMArchitecture along with any post
- 3.3.2. Use only other proper hashtags
- 3.3.3. No tagging of members unless approved by Website Coordinators.

4. Facebook/ Instagram Pages to follow

- 4.1. UoM/ other Department pages
- 4.2. Other Universities (local & foriegn)
- 4.3. Professional Institutes
- 4.4. Student Societies

5. Facebook/ Instagram Pages to follow

- 5.1. Personal profiles
- 5.2. Practices in industry

***Admin to have authority over to grant permission for post or other content published or tagged by other members or public. Trials to before launch of each social media platform.**

6. YouTube

6.1. Objective:

Create a platform to showcase student work, webinars, live events, promotional videos for UoM Architecture

6.2. Target Audience:

UoM Architecture community, architectural community and general public

6.3. Content (Posts)

Item	When	Design		Caption		Responsibility of coordinating	Responsibility of posting
		Designer	Approval	Writer	Approval		
UoM Architecture student work presentation		Design Team/ Videography team	Website Coordinators	Editorial team	Website Coordinators	Senior Staff member/ Website Coordinators/VP-Students Society	Website Coordinators
Videos on students' life		Student Societies / Videography team/ or any student	Website Coordinators	Student Society / Editorial team	Website Coordinators	Senior Staff member/ Website Coordinators/VP-Students Society	Website Coordinators
Webinars		Design Team/ Videography team	Website Coordinators/VP-Students Society	Student Society / Editorial team	Website Coordinators/VP-Students Society	Senior Staff member/ Website Coordinators/VP-Students Society	Website Coordinators
Live events		Videography team	Website Coordinators/VP-Students Society	Student Society / Editorial team	Website Coordinators/VP-Students Society	Senior Staff member/ Website Coordinators/VP-Students Society	Website Coordinators

7. Use of Logos

- 7.1. University of Moratuwa logo shall not be used in any promotional material unless proper approvals are obtained from the University Authorities
- 7.2. UoM Architecture logo - Refer UoM Architecture User Manual