Group 8 - Action Plan
Theme – Yammer (Internal Communication)

Facilitators: Will Mawer, Sharon Morrison

Objective: An Effective Plan for Internal Communication

Resources/Inputs
- Twitter
- Facebook
- Text Messaging
- Email
- Campus Mail
- Telephone Messages
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Activities
- Modify or Create a Position to be a Point Person for Internal Campus Communication
- Designate a Person as the University Official Internal Communicator (perhaps under Alan)
- Communicate with your Individual Departments or Units in the Manner that Best Suits Internal Department Needs
- Design a Communicators Advisory Council to Develop Standard Guidelines and assist Staff Person on an as Needed Basis
- Manage a Clearing House for all INTERNAL Campus Wide Communications to be Posted using One of the Resources
- Organize and Disseminate Internal Campus Information and Announcements

Outputs
- Single Person Manages all Internal Communications
- Social Media Developed to meet Employees Needs
- Department Calendar Flows to University Calendar
- Webpage with Internal Information for Faculty and Staff

Outcomes
- Create an Informed Campus with Delivery Methods of Communication that meet Collective needs
- Eliminate Multiple Sources of Emails
- Recommend methods of Information Disseminations by the Communications Advisory Council (potential members: reps from departments, experts on campus, rep from Presidents Office, Event Chairs, etc,)
- Develop Uniform Standards for Messaging and Usage, Similar to Graphics Standards

Impact
- Uniform Knowledge of Happenings, Fewer Rumors
- Eliminate Email Overload(i.e. filing cabinets, ink cartridges, events) for Faculty and Staff
- Provide Relevant Campus Wide Information from one Person in one Location
    -Including Information sent about Performance Events, Office Supply Give-a-Ways, and Messages from the Presidents Office
- Immediate Knowledge when using Facebook, Twitter, ect. when off Campus
- Improved Morale, Sense of Organization, as well as Improved Professionalism
- Enable Better usage of Employee's Time with this Communication Plan

Theme: Effective Internal Communication

Recommended Solution: Yammer

1. What is *Yammer?* – *Yammer* is a communication system that enables individuals as well as any group of employees within the University domain to stay in touch throughout the day in a micro-blogging exchange utilizing brief messages or file sharing. This should result in the entire university organization being "always connected" to each other in a common purpose.   The consensus from Group 8 with the assistance of Dr. Aaron Adair would be to trial market *Yammer* through word-of-month, opting for a soft-sell approach rather than mandatory compliance. Trial usage of Yammer began in April and to date 17 files have been uploaded for sharing, 70+ groups formed and 208 members

2. Outputs – *Yammer* effects internal personal email and allows groups to be creative. It also provides confidential email between parties and groups. Examples of how Yammer is being used:

   - Susan Webb uploaded "Southeastern History 1909 – 1919" as part of Group 7's Founder's Day Action Plan. The file received 7 "likes" and 1 "reply"
   - Dr. Karl Frinkle shared the article "Why our Universities are Supposed to be Terribly Inefficient". The article received 3 "likes" and 4 "replies."
   - Liz McCraw posted a message about the Oklahoma Shakespearean Festival with 4 "likes".
   - The library uses "Southeastern Library" as a private group to communicate internally while using "All Company" to share with the whole.
   - Eddie Harbin posted progress pictures of the new Student Health Services area in the Glen D. Johnson Student Union. His post received 18 "likes" and 3 "replies".

3. Outcomes - *Yammer* has met and exceeded the expectations as stated in the Action Plan.

4. The impact of *Yammer*:

   - Provides a uniform system of communication among faculty, staff and administration to disseminate happenings and events resulting in more efficient use of employees' time.
   - Provides a "one stop shop" place for internal communication.
   - Eliminates system overload concerns.
   - Is accessible off campus.

5. Suggestions:

   - Each unit should form a group, either public or private.
   - Official communication should still be conducted through SE email.

6. Discussion questions:

   - How does the University achieve system-wide participation?
   - Identify communication that would not be appropriate for *Yammer.*

Southeastern Oklahoma State University
Social Media Policy

Introduction

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, Southeastern has crafted the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn, Twitter, Facebook, YouTube, and MySpace.

Both in professional and institutional roles, employees need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other university constituents apply online as in the real world. Employees are liable for anything they post to social media sites.

Section 1: Policies for all Social Media Sites, Including Personal Sites

- **Protect confidential and proprietary information:** Do not post confidential or proprietary information about Southeastern, students, employees, or alumni. Employees must still follow the applicable federal requirements such as FERPA and HIPA, as well as NCAA regulations. Adhere to all applicable university privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action or termination.

- **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of the university. For guidance, consult the Library of Congress Copy right office: http://www.copyright.gov/

- **Don't use Southeastern logos for endorsements:** Do not use the Southeastern logo or any other university images or iconography on personal social media sites. Do not use Southeastern's name to promote a product, cause, or political party or candidate.

- **Respect university time and property:** University computers and time on the job are reserved for university-related business as approved by supervisors and in accordance with the Information Technology Acceptable Use Policies document.

- **Terms of service:** Obey the Terms of Service of any social media platform. Also, be aware of other policies that Southeastern employees are subject to.

Section 2: Best Practices

This section applies to those posting on behalf of an official university unit, though the guidelines may be helpful for anyone posting on social media in any capacity.

- **Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the university. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input.

- **Strive for accuracy:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the university in any capacity. (See "Institutional social media" below.)

- **Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the university and its institutional voice.

- **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

- **On personal sites, identify your views as your own.** If you identify yourself as a Southeastern faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.

- **Photography:** Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

Section 3: Institutional Social Media

If you post on behalf of an official university unit, the following policies must be adhered to in addition to all policies and best practices listed above:

- **Individual Department Responsibility**: All institutional pages must have a full-time appointed employee who is identified as being responsible for content. Ideally, this should be the unit head of the department.
- **Acknowledge who you are:** If you are representing Southeastern when posting on a social media platform, acknowledge this.
- **Have a plan:** Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date
- **Link back to the university:** Whenever possible, link back to the Southeastern Web site. Ideally, posts should be very brief, redirecting a visitor to content that resides within the Southeastern Web environment. When linking to a news article about Southeastern, check first to see whether you can link to a release on the Southeastern News Center (www.se.edu/news) instead of to a publication or other media outlet.

- **Protect the institutional voice:** Posts on social media sites should protect the university's institutional voice by remaining professional in tone and in good taste. No individual Southeastern unit should construe its social media site as representing the university as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

- **Follow State and Federal Law:** Federal and state law mandate that the University must have the capability and capacity to capture, archive, discover, and produce on demand copies of any official communications made by University personnel as part of assigned duties.

Yammer

Mission Statement

Southeastern Oklahoma State University will utilize *Yammer* to promote internal communications in a secure and private format and to engage faculty and University organizations to provide information and activities in a professional and businesslike manner.

Goals

1. Provide communication capabilities between groups and/or individuals in a confidential format, thus allowing electronic communication and documents to be exchanged in total confidentiality.
2. Provide a communication vehicle to "bridge the gap" between home and distance campuses.
3. Provide a centralized hub for news, general announcements and important information for any and all academic and non-academic areas.
4. Provide a safer and more secure alternative to using University email.
5. Provide electronic format for collaboration between groups and organizations.
6. Provide an internal vehicle dedicated solely to University operations and University events.
7. Provide the faculty, staff and administration with the most current and up-to-date information for events and other campus activities.
8. Provide resource for file sharing, small group meetings (chat).