1. HISTORY & RATIONALE

In 2009, the Office of Career Services conducted a survey of Princeton students and found that 51.4 percent of students wanted Career Services to provide career information via social media platforms. A social media presence was established for the Office of Career Services on Facebook and Twitter in the fall of that year (with an official launch in the spring of 2010). At that time, University social media policies were not established and Career Services developed interim guidelines and policies for the staff by researching the policies of other institutions and consulting with the National Association of Colleges and Employers.

In 2010, the Office of Communications hired a social media coordinator and, in 2011, University-wide policies for social media were established. In addition to adhering to Princeton University Social Media Policies, the Office of Career Services is guided by The National Association of Colleges and Employers (NACE) professional standards. The NACE Advisory Board (Social Media Policy Advisory) recommends that each career center develop its own policies for individual staff connections with students, alumni, and employers via social media and that these be informed by the guideline of “equal access” to career information and opportunities. This includes establishing social media policies that focus on fair and equitable access across all constituencies, especially students and employers.

This strategy and the associated guidelines are reviewed annually and updated as appropriate by the Associate Director of Communications & Outreach.

2. CAREER SERVICES’ SOCIAL MEDIA STRATEGY OVERVIEW

The Office of Career Services’ social media strategy will compliment already existing communications and publications and act as a supplemental way to bring our message to our primary audience of undergraduate and graduate students and our secondary audience of alumni, employers, graduate school representatives, and the Princeton University community.

2.1 Goals/Objectives for Social Media

- Publicize our services, programs, and events to all constituents.
- Provide content intended to inform and educate students about the career development process, current career issues, and job market trends.
- Increase visits to our office and website as well as attendance at our events.
- Build our brand.

2.2 Levels of Social Media Engagement

- Engage our audience (students, alumni, employers, graduate school representatives, and the Princeton University community).
• Brand Career Services across all social media platforms using messaging consistent with organizational goals and mission, and University graphic identity and style guides.
• Broadcast Career Services’ message across appropriate social media networks.
• Promote Career Services’ social media profile to all constituents.
• Monitor social media chatter regarding Career Services and consider impact to brand.

2.3 Social Media Management for Career Services
Career Services’ Associate Director of Communications & Outreach will manage the office’s social media presence on Facebook, Twitter, Pinterest, YouTube, LinkedIn, and other relevant Web 2.0 sites and stay up to date on current research and evolving user guidelines and best practices in the field of social media through participation in the University social media committee and other professional organizations. The Systems Analyst will provide technical assistance to facilitate implementation and management of each site and feeds from current OCS systems. As needed, student communications interns and staff will assist in posting events, under the supervision of staff.

Specific responsibilities of the Associate Director of Communications & Outreach will include:
• Ensure proper messaging is being executed online and is relevant to organizational goals and mission.
• Establish consistency of message across multiple networks and sites (website and various social media sites).
• Create and post a variety of content options designed to educate and inform followers regarding the career development process, current career issues, and job market trends as well as to publicize career center events, services, and resources.
• Develop a content calendar and content management system to schedule and manage messaging on all sites in a timely, consistent, and effective manner.
• Conduct benchmarking with other institutions to determine the impact and extent of their social media presence.
• Prepare reports to update internal staff on usage statistics and trends.
• Provide training to all staff and supervise student interns who assist with posting or creation of social media content.
• Edit staff-generated content prior to posting on social media platforms as needed (including intern and student blogs).
• Monitor user-generated content, comments, or posts daily. Remove comments that are solicitations, promote commercial ventures, that do not comply with University or social media platform policies, or those deemed inappropriate for any reason.
• Respond to comments and direct messages as needed.
• Participate in the campus “Social Media SPIN” committee to learn and share best practices as well as provide input into University-wide guidelines for social media.

3. POLICY & GUIDELINES FOR CAREER SERVICES’ SOCIAL MEDIA ADMINISTRATORS/PRACTITIONERS
In accordance with the recommendations of the NACE Advisory Board, Princeton University Career Services’ policies regarding social media interaction with some of our key constituencies are listed below.

3.1 Social Media Engagement with Students

- Career Services staff will not connect with or follow individual (currently enrolled) students on social networking sites (this includes Facebook, Twitter, and LinkedIn). * See recommendation for staff in section 3.5.
- Student recommendations cannot be made, in accordance with NACE guidelines, unless you have directly worked with the student in the capacity of a supervisor. (This applies to LinkedIn requests as well as other requests for recommendation.)
- To ensure the privacy of our students and their comfort in following Career Services on social media platforms, Career Services’ social media administrators will not review profiles of individual social media followers on Facebook and Twitter. However, Career Services staff will view the LinkedIn profiles of students to assist students in developing a professional profile.
- Career Services will offer career education to support student awareness of how to develop and maintain a professional online presence as well as how to use social media for purposes of career exploration and job search.
- Staff should use their discretion to determine the extent to which social media conversations (across the office’s social media platforms) regarding career advice are considered individual career counseling. For online discussion board comments and social media conversations relevant to individual career counseling, National Career Development Association (NCDA) ethical guidelines for counseling apply.

3.2 Social Media Engagement with Employers

- In fairness to all employers in our database, Career Services will not follow individual employer organizations. Employers will be encouraged to follow Career Services in our various social media platforms.
- Career Services’ Employer Relations team will provide guidance to employers regarding ways to best leverage our social media platforms to promote opportunities and programs for our students in a way that ensures equitable access.
- Career Services will tweet the dates of employer information sessions and refer students to register on TigerTracks.
- For Twitter, employers will be encouraged to use the hashtag #HireTigers to reach the Princeton student audience and to include our Twitter handle, @princetoncareer, when posting content they wish to share with the career center.
- Career Services retains the right to select employer-generated social media content for potential distribution across our social media platforms.

3.3 Social Media Engagement with Alumni

- Career Services staff may connect with alumni via personal social media profiles at their discretion.
• For all communications regarding career transition via alumni LinkedIn groups and other platforms, Career Services staff must abide by all policies of the University, NACE, and the NCDA.
• Career Services may promote alumni participation in student-alumni engagement programs, and guest speakers and panelists via its social media platforms.
• Alumni may be invited to share content related to their careers, to guest blog, or to guest tweet.
• Career Services retains the right to select alumni-generated social media content for potential distribution across our social media platforms.

3.4 Social Media Engagement with Campus Partners (Units, Centers, Schools, and Departments)
• Career Services will follow campus partners across various social media platforms.
• Career Services may cross-promote career-related content from campus partners whenever appropriate and for specific events which are co-sponsored with our office.
• Career Services retains the right to select campus-generated social media content for potential distribution across our social media platforms.

3.5 Recommendations for Career Services’ Staff Using Social Media for Their Personal Use
In addition to the above, the following recommendations apply to staff personal profiles, posts, comments, and other uses of social media.
• If you have identified yourself as a Princeton employee in your profile or through posts, blogs, and comments, please be clear that the content you share is your own personal opinion or viewpoint and not that of the University or of the Office of Career Services. Also, be aware that your actions may still reflect on the University.
• When receiving requests from current students to connect via your personal social media profile(s), it is recommended that you use the following suggested response: “Thank you for your invitation to connect. However, in order to ensure equal access to career information for all current Princeton students, career center staff members do not establish personal/individual social media connections with students until after they graduate.”

SOURCES:
Princeton University Social Media Policies
http://www.princeton.edu/communications/services/social-media/

NACE Advice for Career Services Professionals
http://www.naceweb.org/legal/social_media_policy_advisory/

NCDA Ethical Guidelines
http://www.ncda.org/pdf/EthicalStandards.pdf

Levels of Social Media Engagement
http://www.inqbation.com/government-policy-on-the-use-of-social-media