



# SOCIAL MEDIA TOOLKIT

FOR GUILD  
VOLUNTEERS

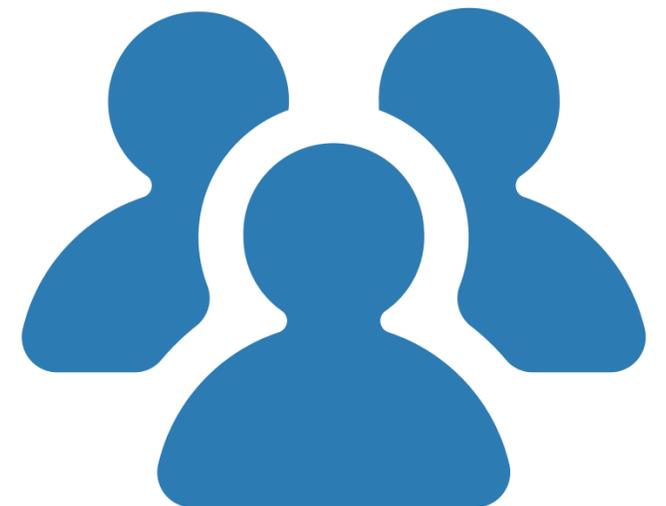


# Facebook Groups vs. Pages



A **Page** is a place to make announcements, share web links and event information, as well as distribute photos and videos. At Valpo, we use pages as official voices of the University and they are **staff maintained**.

A **Group** is a forum where any group member can post and share information with each other. Groups are focused on one main affinity or regional group and are **staff and volunteer maintained**.



# Facebook Groups vs. Pages

	Volunteer Admins?	Public Sharing?	Page Tagging?	Photo and Link Sharing?
Page				
Group		*		

# Why is the Guild group "private"?

- Unfortunately, **public** groups attract a lot of spam.
- In a **private** group, only members can see who is in the group and what is being posted.
- The Guild group is set to **visible**, meaning that anyone can find it on Facebook and request to join on their own accord. You can also invite Facebook friends to join.
- The Guild group uses **membership questions** as a means of verifying member requests.

# What should go in the group?



Links to posts from the Guild Facebook page



Links to posts from other official University Facebook pages



Links to purchase fundraiser items from **[alumni.valpo.edu/guildfundraiser](https://alumni.valpo.edu/guildfundraiser)** or other external sites like **[swaku.com/valpo](https://swaku.com/valpo)** and **[valpoguild.terri Lynn.com](https://valpoguild.terri Lynn.com)**



Guild-related conversation starters to help recruit volunteers and new members

# What *shouldn't* go in the group?



Anyone's personal contact information or requests for it



Posts from non-University Facebook pages or websites, unless they explicitly mention Valpo or a Guild member



Links to personal websites, social media, or product sales



Personal anecdotes or opinions not related to Guild activities

# Tough Topics

Some relevant University news is bound to cause unavoidable upset, often in unexpected, surprising, and downright aggravating ways.

As an official volunteer, do your best to keep the group light without being superficial.

No matter how else you're affiliated with Valpo, keep in mind that this group should be primarily about the Guild and its activities.

# Admin vs. Moderator Roles



**VALPO STAFF**

	<b>Admin</b>	<b>Moderator</b>
Make another member an admin or moderator	✓	
Remove an admin or moderator	✓	
Manage group settings (ex: change the group name, cover photo or privacy settings)	✓	
Approve or deny membership requests	✓	✓
Approve or deny posts in the group	✓	✓
Remove posts and comments on posts	✓	✓
Remove and block people from the group	✓	✓
Pin or unpin a post	✓	✓



**VALPO  
VOLUNTEERS**

# Moderator Responsibilities



Verify and approve membership requests to filter spam



Answer Guild-related questions to the best of your ability or notify staff so that we may do so



Monitor posts and comments for excessive member conflict and take action to turn off or delete comments



Remove members for violating rules of conduct





# Most Importantly...

Social media should help create communities and provide opportunities for positive interactions with University entities.

**As an official volunteer, your voice is critical to promoting and representing the organization you serve and the University as a whole.**

# ...Most Importantly

Above all, YOU should have a positive and rewarding experience!

If you ever feel as though your safety or privacy is threatened by an online interaction related to your volunteer role, please alert our staff right away and block that person from contacting you.

