DALLAS THEOLOGICAL SEMINARY'S SOCIAL MEDIA PROPOSAL

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TABLE OF CONTENTS

Table of Contents....2

Introduction....3

Writing about Dallas Theological Seminary....3

Channels Operated by DTS....4

Social Media Guides....4

Facebook Profile Guides....5

Twitter Profile Guide....6

Instagram Profile Guide....7

LinkedIn Profile Guide....8

Media Standards....9

Photo Style Standards....9

Video Style Guide....10

Graphic Style Guide....11

Publishing Event Standards....12

Chapel....12

Magazine....12

Admissions Videos....12

Alumni Videos (Advancement)....12

Special Events....12

Social Media Strategy....13

Goals and Objectives:....13

Proper Use of Social Media Platforms....13

Target Audience:....13

Posting Tone....14

Overall Best Practice Notes....14

Posting Procedure (Updated May 2018)....14

Crisis Management....15

Questionable Post Removal Procedures....16

Policies....16

Appendix....18

Language Guide....18

INTRODUCTION

We realize that our publications on social media will not only capture the culture and subculture of DTS, but also shape the next generation's view of the seminary. Therefore it is important that we put our best publications out there. We believe that is done by being consistent, concise, relational, creative, and informative.

This document provides the necessary guidelines for a consistent branding for all of DTS's social media publications. These guidelines cover the details of the DTS brand on social media for content as it relates to profiles and postings, best practices and uses for hashtags.

WRITING ABOUT DALLAS THEOLOGICAL SEMINARY

Mission Statement:

The mission of Dallas Theological Seminary as a professional, graduate-level school is to glorify God by equipping godly servant-leaders for the proclamation of His Word and the building up of the body of Christ worldwide.

Purpose Statement:

- Dallas Theological Seminary is a professional, graduate-level theological seminary that seeks to provide training at the master's and doctoral levels to prepare its students for a variety of Christian ministries.
    - As a professional, graduate-level theological institution of higher learning, Dallas Seminary seeks to provide training for specific Christian ministries and to encourage the pursuit of Christian scholarship at the highest levels of research befitting the mission of a theological seminary.
    - While the doctrinal commitment of the seminary is intentionally evangelical, Dallas Theological Seminary seeks to provide a contribution to a broader constituency through community, theological and ecclesiastical involvement, and dialogue.
    - The seminary seeks to maintain an appropriate balance between the training it provides for effective vocational ministries and the academic rigors necessary to graduate those who will research, write, and teach at the highest levels of theological education. As both a professional and graduate-level educational institution, the seminary is committed to providing the appropriate support services, departments, resources, and facilities to accomplish the mission of the institution.
- In order to equip men and women for ministry as godly servant-leaders, Dallas Theological Seminary encourages the development of godly character in each of its students.
    - The seminary is committed to the preparation of students who are deeply committed to Jesus Christ and are marked by biblical and theological knowledge and maturing spirituality, along with the skills necessary for their future ministries.
    - Students are encouraged to grow spiritually in their personal relationship with God, to function responsibly within the Christian community, and to engage and witness to the world from a life of faith and integrity.

    - DTS is committed to helping leaders develop a biblical philosophy of servant-hearted leadership as defined by Jesus Christ and as modeled by Him and the other godly individuals depicted in the Scriptures. Such leadership results from the gracious working of God through a person's experience, training, spiritual gifting, natural talents, and the enablement of God's Spirit.

- Dallas Theological Seminary is committed to its founding ideal that the central subject of study is the entire Bible.

    - DTS stands unequivocally committed to the Bible as God's inerrant, infallible, and authoritative written revelation. Members of the school's boards and faculty subscribe to the seminary's doctrinal statement, which is uniquely complete and detailed, thus helping safeguard the school's unwavering theological stance since its founding.

    - The seminary's commitment to the Scriptures leads to a framework of doctrine in which the great fundamentals of the Christian faith are armed and expounded. The doctrines of evangelical orthodoxy are taught in the framework of premillennial, dispensational theology, derived from a consistent grammatical-historical interpretation of the Bible. Those truths include such essentials as the authority and inerrancy of Scripture, the Trinity, the full deity and humanity of Christ, the spiritual lostness of the human race, the substitutionary atonement and bodily resurrection of Christ, salvation by faith alone in Christ alone, and the physical return of Christ.

    - The goal of all biblical and theological instruction is to glorify God through a transformed life that is manifested by a wholehearted love for God and a servant-hearted love for others.

- In order to prepare godly servant-leaders who reflect the heart of God, Dallas Seminary is committed to a worldwide vision of Christian ministry.

    - DTS is committed to fulfilling the mandate of Jesus to make disciples of all nations. The seminary community is enriched and has its vision for ministry expanded by the presence of students from a wide variety of countries and ethnic backgrounds.

    - DTS embraces a wide context of ministries. Training for vocational ministry is the primary purpose for which the seminary was founded and now exists. A secondary purpose is to provide theological training for those who choose to remain in their professions but who desire to be trained for leadership and a more effective ministry in the church.

    - DTS is firmly committed to promoting the missionary endeavor throughout the world. This commitment is demonstrated in a variety of ways that provide both exposure and experience for students in the diverse nature of missions and the unique opportunities for vocational service in missions around the world.

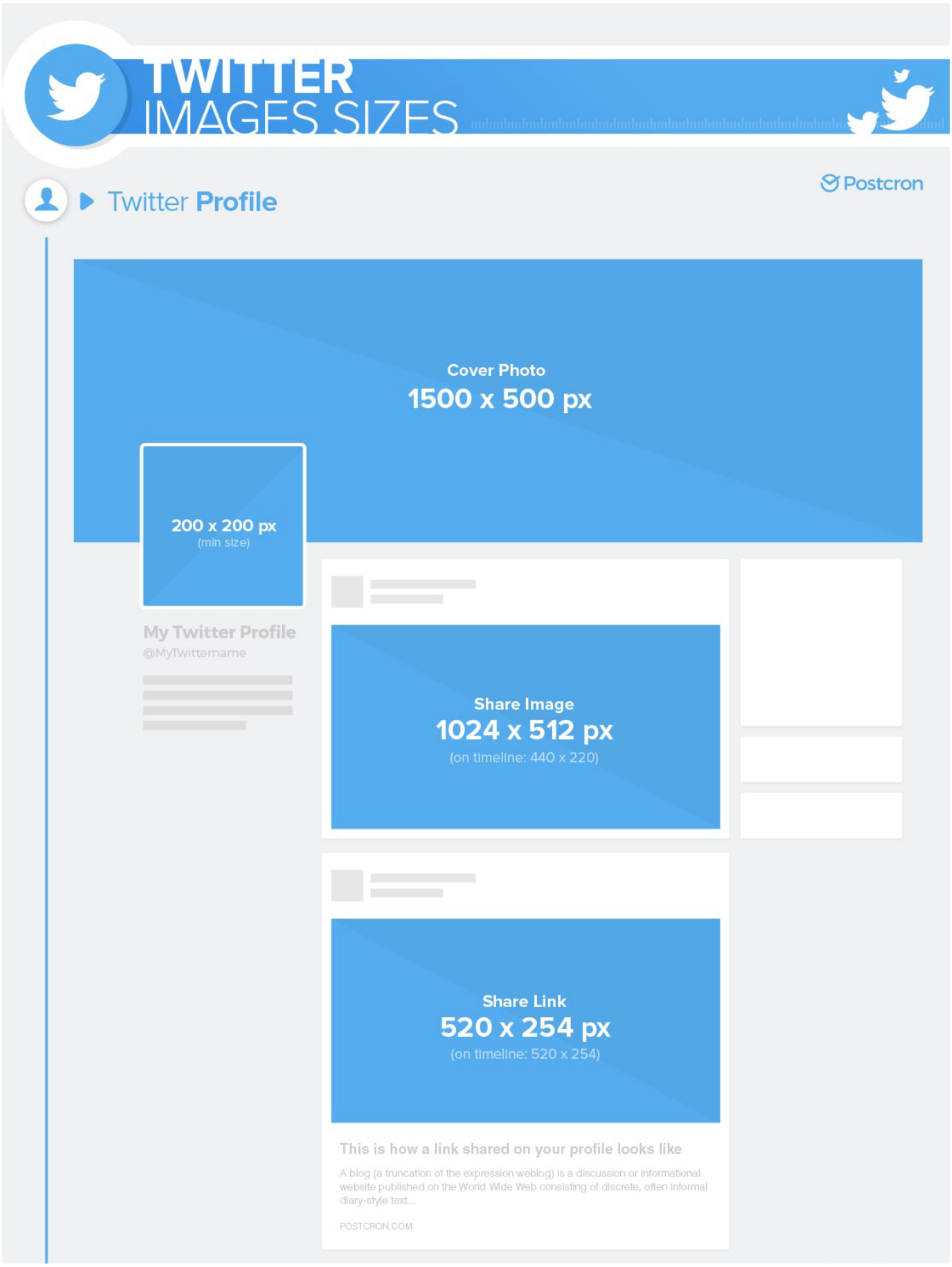
CHANNELS OPERATED BY DTS

Facebook	Twitter	Instagram
@dallasseminary	@dallasseminary	DallasSeminary
@DTS-Housing-20417026686/	@DTSstudent	
@dtshouston	@studentDTS	LinkedIn
@dtsdc	@dtsbookcenter	https://www.linkedin.com/school/34817/
@dtsbookcenter	@HendrickCenter	
@DTSSF		
HendrickCenter		

SOCIAL MEDIA GUIDES

FACEBOOK PROFILE GUIDES

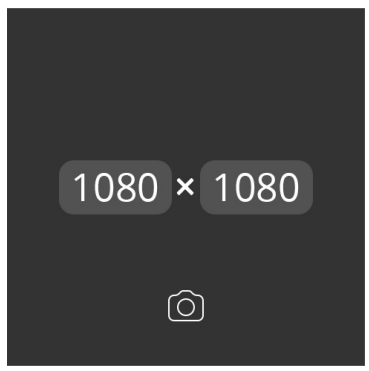
TWITTER PROFILE GUIDE



INSTAGRAM PROFILE GUIDE

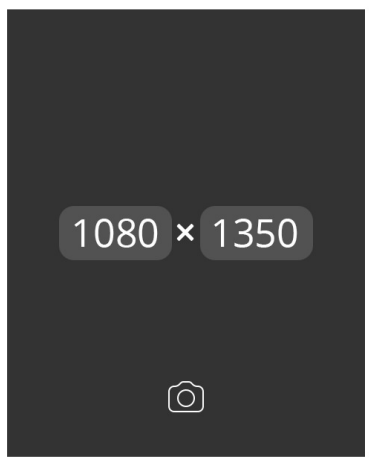
Square

The traditional Instagram size has not changed. A perfect square or 1:1 aspect ratio.



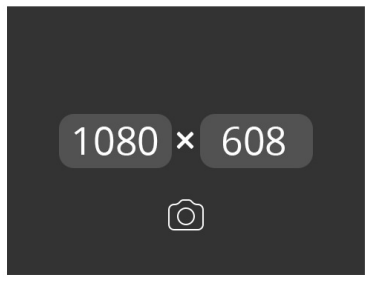
Portrait

If you want to post a photo that is tall then the maximum display size is 1080x1350 or an aspect ratio of 4:5.



Landscape

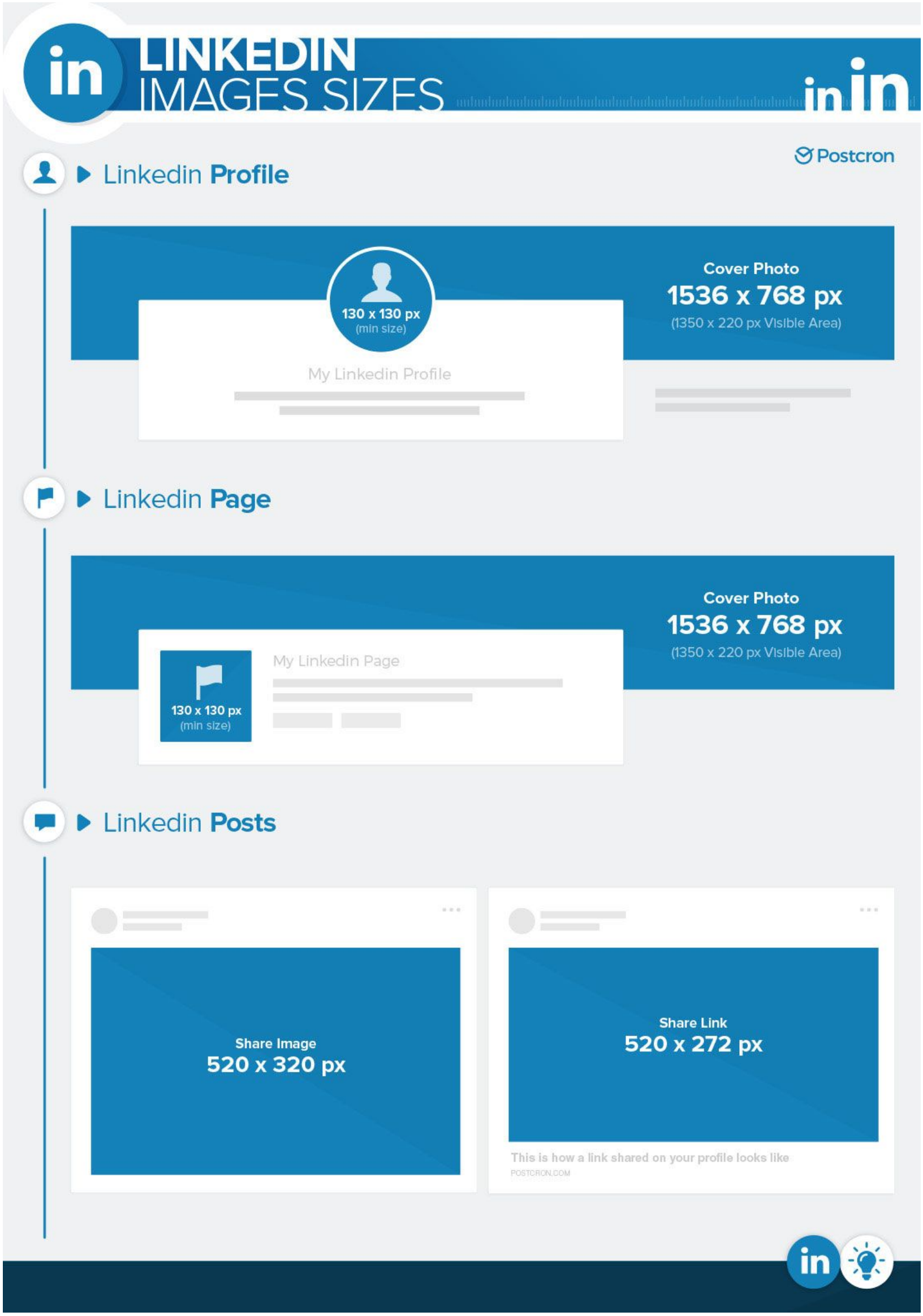
You can post horizontal images to be displayed at 1080x608 or a 16:9 aspect ratio.



Stories

Instagram Stories cover the entire screen so a good general size is 1080x1920 or an aspect ratio of 16:9.

LINKEDIN PROFILE GUIDE



MEDIA STANDARDS

PHOTO STYLE STANDARDS

Dimensions: Each Social Media Platform has different dimensions. Please make sure to export desired photo in the correct dimensions for each platform.

Composition:

- Remember the rule of thirds. Please keep enough space for graphics or texts.
- Remember head space.
- Remember leading lines.

Coloring: Our coloring style is saturated with higher levels of blue and contrast. See picture below.

VIDEO STYLE GUIDE

Dimensions: Each Social Media Platform has different dimensions. Please make sure to export in the correct dimensions for each platform**.**

Composition: Depending on each social media's dimensions (you might have to move the video clips' position within the sequence to get proper composition.)

- Remember the rule of thirds. Please keep enough space for graphics or texts.
- Remember head space.
- Remember leading lines.

Coloring: Our coloring style is saturated with higher levels of reds to highlight skin tones and more contrast. See picture below.

GRAPHIC STYLE GUIDE

Typography Standards

Primary Typefaces

Apud	Roman	*Italic*	Medium	*M Ital*	**Bold**	***Bd Ital***	**Black**	***Blk Ital***
Myriad Pro	Light Conden	*Lt Cond Italic*	Condensed	*Cond Ital*	**SemiBd Cond**	***SBdCnd Ital***		
	Bold Cond	***BdCnd Ital***	**Black Cond**	***BlkCnd Ital***				
	Light	*Lt Italic*	Regular	*Italic*	**SemiBold**	***SBd Ital***		
	Bold	***Bd Ital***	**Black**	***Blk Ital***				

Color Palette Standards

DTS.LOGO
Flame Icon in Purple

Font: Utopia Standard with "S" slightly extended, 50% gray tint.

PMS 2627 Purple
CMYK 77/100/0/30
RGB 73/23/109
411c6a

Logos and Watermarks

Each picture and video captured and published by DTS requires a watermark.

Frequently Used

Seal

Watermark

PUBLISHING EVENT STANDARDS

CHAPEL

- Always hashtag #speaker, #dallasseminary, #dtschapel #dts
- Always include a link to the YouTube video once it is posted online (this could mean posting a quote and coming back and linking the video).

MAGAZINE

- Always hashtag #author, #dallasseminary, #dtsmagazine #dts #photographer,
- Always include link to article

ADMISSIONS VIDEOS

- Always hashtag #students, #dallasseminary, #dtsadmissions #dtsstudents #dts
- Always include link to application page or student services page
- Stinger Videos will need a link to the fuller video.

ALUMNI VIDEOS (ADVANCEMENT)

- Always hashtag #dallasseminary, #dts #dtsalumni
- Always include link to https://www.dts.edu/supporters/
- Stinger Videos will need a link to the fuller video.

SPECIAL EVENTS

- Always hashtag #speaker, #event, #dallasseminary, #dts #chapel #thetable

SOCIAL MEDIA STRATEGY

GOALS AND OBJECTIVES:

•To increase our social media presence by 50% by December 2018.

•To increase brand awareness by 15%.

- Objective: use a social media management tool to track and report brand awareness like Buffer.

•To increase prospective student interaction by 30% by December 2019

•Improve our admission's webpage interaction by 10% by April 2018

•Increase lead generation 5% by 2019 for advancement, and donations to free online class.

•Increase in revenue by 10% by 2020

•To post consistent postings of community, attendance to events, and awareness 2 times a week by August 2018.

PROPER USE OF SOCIAL MEDIA PLATFORMS

Facebook: Facebook is used to tell our story. It is the all-encompassing platform to highlight all aspects of the seminary. It shares news, events, initiatives, and highlight student staff and faculty accomplishments.

Twitter: Twitter is for interaction, relationship development, and conversations. It is where we fuel our member-to-member conversations

Instagram: Instagram is our creative platform in which we inspire concepts, campaigns and initiatives in a visual way. It is straightforward and relatable. It shows what we stand for and who we are quickly and concisely.

LinkedIn: LinkedIn is for our professional development and connecting information. This will allow students and alumni to connect and converse about the various work environments, job tips, and career development information.

TARGET AUDIENCE:

Facebook: 30 year olds and up

Twitter: 25 year olds and up

Instagram: 21 year olds and up

LinkedIn: 35 year olds and up

POSTING TONE

We believe social media is intended to be more informal than other types of communication, but we want to engage with our audience in a manner that builds the body of Christ. Our tone is:

Professional

Respectful

Meaningful

Approachable

Inclusive

Personable and sincere

Engaging

OVERALL BEST PRACTICE NOTES

Quality over Quantity: Make sure the posts have a solid concept, content and direct message.

80/20 Rule: 80% Informative entertaining content and 20% Promotional for Admissions and events on campus.

Informative and Creative: It is imperative that each posting exhibits both information and creativity. In social media, the best companies post information in a creative way. These platforms are meant to be fun creative marketing, be sure to use them that way.

Give Credit Where Credit is Due: Be sure to tag the relevant people involved in the publication. This gives a voice to those involved and it also inspires conversations. These two things also improve the marketability and integrity+ of DTS.

POSTING PROCEDURE (UPDATED MAY 2018)

For Dallas Campus

- Step 1: Keep an updated calendar of all events and potential posts the seminary might want to make. Any campus-wide or public event should be accounted for in this calendar.
    - The communications team will maintain a calendar of all the events.
    - Every month the communications team will meet to delegate and assign posts to the various departments responsible. Aka: the magazine articles will be delegated to Raquel.
- Step 2: Crafting the post. After the communications department has delegated the posting to the various departments.
    - For advancement, admissions and the DTS Magazine: The department has to craft the post one week prior to the publish date. All media items must be included.
    - For chapel and special events: The marketing coordinator will craft the post on the day it was live.

- Step 3: Start the approval process.
    - For advancement, admissions and the DTS Magazine: Communications Director, Editor of DTS Magazine, Director of Media Productions
    - For chapel and special events: The Marking coordinator must have approval from one of the members listed above before posting.
- Step 4: Post.The post will be submitted into Sprout with the various media items and scheduled for set time:
    - Favored posting times are:
        - Facebook: 1 post from 1-4pm
        - Twitter: 15 posts (2, 3, 6, 7, 9, 10, 11, 12, 1, 2, 3, 5, 6, 9, 10)
        - Instagram: 1-2 from 8-9am and 2 am
- Step 5: Engaging with Audience. Until we have a social media coordinator, engaging with the audience will be limited. But we understand that this is a major opportunity to grow in influence and marketability. The amount of engagement will rest on the Marketing Coordinator and Director of Communications. Although if there is interactions that are hostile or negative about the seminary, please refer to the procedures in the Crisis Management section.
- Step 6: Every semester, there will be a meeting to evaluate which posts did well and why.

Campus Extensions (Until a Social Media Coordinator)

It is the responsibility of the campus extensions to post when they see fit, but they must keep their postings within the guidelines and standards laid out in this document.

Campus Organizations (Always)

It is the responsibility of the organizations to post when they see fit, but they must keep their postings within the guidelines and standards laid out in this document.

CRISIS MANAGEMENT

Mentioned previously, we believe social media is intended to be more informal than other types of communication, but we want to engage with our audience in a professional manner. When it comes to an activist campaign, here are some rules of thumb that would be appropriate and inappropriate.

• Appropriate Conduct

- Engage with the source: It is always good practice to identify the source and address the problem directly. Do not waste time engaging every individual with a problem. This is more effective and also shows the seminary is willing to address activists concerns should they be productive.

- Don't stick your head in the sand: If a protestor showed up on campus, we would take the concern very seriously. The same concern applies here. Social media is a more visible platform which makes addressing activists' comments and concerns worth addressing.

- Be timely: An hour is a long time in the social media world. We must respond to our community as quickly as possible. Silence suggests we are trying to spin the situation. Use holding statements if an instant answer is not possible. Confirm we are investigating further and let the community know when it can expect an update.[1]

- Listen first, then respond: The social media platforms can be a very helpful tool that helps us see our blind spots and grow. If there are multiple comments on a specific issue, be sure to share them with the leadership.

• Inappropriate Content

- Posts should not contain defamatory, obscene, proprietary, or libelous content.

- Posts should not contain foul or questionable language of any kind.

- Posts should be "neutral" in nature and not engage in political issues.

- Exercise caution with regards to copyrighted materials, legal conclusions, and derogatory remarks or characterizations.

If there is a questionable post: refer to "Questionable Post Removal Procedures" in the social media strategy section of this document.

QUESTIONABLE POST REMOVAL PROCEDURES

For any questionable posting, communicate directly to the Director of Communications, who will have the final call whether to remove the post or not. Please send a courtesy copy to the Marketing Coordinator, and delegated departments.

If the post is removed, remember to check all social media platforms to ensure the post is not live. At that point, the Director of Communications, marketing coordinator and delegated departments will monitor the platforms and hashtags for any relevant conversation.

If the post is kept live, the delegated departments can monitor the activity behind the post.

POLICIES

For Employees:

Employees of the seminary are asked to function in an electronic medium with the same values, ethics, and policies that are expected to live everyday. We ask our employee to live by biblical principles and to glorify God in their everyday lives. The policies below applies to both your DTS sponsored social media and personal use as it relates to DTS.

We encourage for you to:
Disclose Your Affiliation
State that it's Your own opinion

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[1] http://www.richland.edu/sites/richland.edu/files/marketing/StyleGuide2012.pdf

Protect yourself
Act responsibly and ethically
Honor Differences
Sharing is caring

We Discourage Sharing:
Internal information
illegal information
Confidential Information
Plagiarized information

Working with Media

All dealings with the media needs to be handled through the Director of Communications, who has the authority to delegate or engage how they see fit.

Advertising

All social media advertising will be overseen by the Marketing Coordinator. Keep in mind, the 80/20 Rule listed in the previous section.

APPENDIX

LANGUAGE GUIDE[2]

- **Academic Courses:** use formal names of academic courses. This should include capitalized and quotations marks. “Bible Study Methods and Hermeneutics”

- **Academic grades:** Capitalize and use Roman typeface. Do not place quotation marks around grades. e.g. A, B, C, D, F, pass, incomplete, grade of B, grades of B or Bs

- **Ages:** Always use Arabic numerals. Hyphenate if used as an adjective before a noun or a noun substitute. e.g. A 5-year-old boy. The boy is 5 years old.

- **Comma:** When writing for Marketing: Use commas to separate elements in a series: “The flag is red, white, and blue.” Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: “I had orange juice, toast, and ham and eggs for breakfast.” Use a comma before the concluding conjunction in a complex series of phrases: “The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.” When writing for outside publications (news releases, etc.), follow AP style: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: “The flag is red, white and blue.” Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: “I had orange juice, toast, and ham and eggs for breakfast.” Use a comma before the concluding conjunction in a complex series of phrases: “The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.”

- **Commencement:** Capitalize when referring to specific event.

- **Dates:** Use commas to set off the year when using full dates. e.g. He was born on Sept. 7, 1989, in Des Plaines, Ill. Do not use commas when using only month and year. e.g. September 1985 Do not use 1st, 2nd and so on. e.g. April 11 Use year if referring to a date not in the current calendar year. e.g. They were married in June 2005. Their first child was born in February. Periods of years: She worked from 1949 to 1961. He worked in the 1950s. Use time/day/date sequence for events. e.g. The event is at 7 p.m. on Friday, Jan. 24. Spell out days of the week. See also Days of the week.

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[2] Language Guide was copied from the Richland Style Guide 2012.pdf

- **Degrees:** (academic) Capitalize degrees when spelled out. e.g. Bachelor of Arts Use an apostrophe when referring to a bachelor's, a master's, etc. e.g. bachelor's degree Do not use the possessive pronoun. e.g. She earned a doctorate. (Not she earned her doctorate). Abbreviations don't use periods. e.g. MABC, MACE, MACL, MACM, MAMW, MABEL, MBTS, STM, CGS. **Use all caps in abbreviations except: ThM, PhD, DMin

- **Headlines:** Capitalize the first and last word, all nouns, pronouns, adjectives, verbs, adverbs and subordinating conjunctions (if, because, as). Lowercase articles (a, an, the), coordinating conjunctions (and, but, or for, nor), prepositions and the "to" in infinitives. Capitalize prepositions or conjunctions of four or more letters in headlines.

- **Names:** Use full name on first use and last name for subsequent uses. e.g. Professor Paula Williams (first use), Williams (subsequent uses) Exception: First name on second use is acceptable in publications writing to audiences where use of first name would make communication more personal. When writing about people who share the same surname, use first and last names throughout for clarity.

- **Numbers:** Use for times, measurements, decimals, fractions, percentages, sports scores and ages. Spell out zero through nine, use Arabic numerals for 10 and greater. e.g. He had four books. She planted 12 bulbs. Use a comma with numbers of 1,000 and above (except dates). e.g. 5,000 graduated. Use when referring to academic credit. e.g. He earned 2.5 hours of credit. Use when referring to a page number. e.g. The quote is on page 3. It is acceptable to both spell out and use numerals when rounding. e.g. Nearly one thousand people attended. Nearly 1,000 attended. Always use numerals when stating ages. Hyphenate age if used as a modifier. Numbers at the start of a sentence Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception: a numeral that identifies a calendar year. Wrong: 993 freshmen entered the college last year. Right: Last year 993 freshmen entered the college. Right: 1970 was a very good year.

- **Semesters:** Do not capitalize unless referencing a specific term. e.g. Fall 2018

- **Time**

  - All times listed will be CST.

  - If posting about an event that begins at the top of the hour, use one digit.

- Use the Ante Meridian (am) and Post Meridian (pm) abbreviations without periods and with no space following the number. Right: The orientation will begin at 4pm. Wrong: The orientation will begin at 4:00 p.m.

- Do not capitalize am or pm • Use “noon” to indicate the time of 12pm.

- Use a dash (without spaces), to indicate a time span, unless the event begins at noon. If the event begins at noon, use the word “to” for the time span. Right: The orientation will last from 4pm–6pm. Right: The reception will run from noon to 1pm. Wrong: The orientation will be from 4pm to 6pm. Wrong: The reception will run from 12pm–1pm.

- Capitalization and Other Issues
  - Make references to “Erlanson Gallery,” not “David Erlanson Art Gallery.”
  - app – short for application. App is acceptable on second reference.
  - email unless at the beginning of a sentence.
  - e-reader
  - friend, follow, like – these terms are acceptable as both nouns and verbs.
  - website – one word
  - webcam
  - webcast
  - webmaster
  - Bluetooth
  - the Web
  - the Web page
  - Web feed
- Always Capitalize:
  - Google, Googling, Googled
  - LinkedIn
  - Twitter
  - Facebook