Folkwang in the social media | Facebook

You are planning your own Facebook presence for your institute, your study course, an exhibition project? Here we have compiled a few tips on how to construct the page.

Please note that a profile and a page are not the same thing. Do not create a personal profile but a Facebook page for "University" or "Exhibition" or "Company, organisation or institution".

The important thing is the correct use of the university name – Folkwang University of the Arts (without adding the word "Essen", even as an abbreviation). You are also welcome to use the name as a clear identification in the name of the page, or alternatively, in the information area on the homepage.
Please note your statutory obligation to provide the imprint (impressum). What information has to be of necessity provided? Our screenshot gives you an example. If you are in need of further advice, please contact Communications & Media.
Whenever possible, general texts on the university should be included. Here the information areas provide sufficient space. You can also use these areas to refer to printed matter or special offers on the Folkwang website – for this purpose use the "Products".
There must be at least one Facebook editor for this page, whose responsibilities are clearly specified. Please refer to this person or the editorial team in the information areas.

It is useful to provide information on the times when the Facebook page is maintained in the event that availability is not ensured on a 24/7 basis. Here too, information on availability in the information areas is helpful.

Think out in advance a strategy for dealing with critical posts or comments. If you are unsure in this regard, please contact our advisory service at Department 3 | Communications & Media.
Make use of your "I like" favourites to link to key pages. This way, you can also achieve good mutual advertising effects. Furthermore, these pages are also included in your stream – and you are always kept up-to-date concerning your contacts.

You should delete posts or comments of an advertising nature. If the deletion is visible, a comment, such as "Here we have deleted a comment of a commercial nature" is helpful. This, of course, also applies to posts or comments of a criminal, discriminating or pornographic nature. Read more about this in our Netiquette.

For questions regarding social media please contact
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