Web 2.0 Quick Guide for Staff

Web 2.0 services offer easy to use applications on the internet which you can sign-up to and interact with. Services such as Facebook, YouTube and Twitter are already popular amongst staff and students at Keele University.

Why promote these services?

• Readily and easily available, accessible by most with little or no set up required.
• Often free to use, so have little or no financial set up costs.
• Easy to support as most of the applications are self intuitive.
• Offer routes to research collaboration or to peer group interaction.
• Can be embedded into other web pages.
• May get your course, research or school higher up on search engine rankings.
• To promote the University to a wider public.
• May lead to increased participation in events and discussions.

However

• Information could be at greater risk of unauthorised use
• The service provider could change nature of service or cease to exist.
• You may not be able to influence any development of the service.
• Use could jeopardise the University’s reputation if service is misused.
• You may have little or no control on taking content down or the privacy of the content.

Remember

• If you use the University Logo make sure it is the correct one. (Marketing will be able advise you)
• If you reply to postings say who you are, particularly if you are acting on behalf of the University.
• Be careful not to jeopardise the University’s intellectual property rights when publishing material.
• Stay within the legal framework, never give out your personal details and follow a code of ethics
• Be aware of liability
• Link back to University web pages where appropriate
• Let Marketing know – so that your resources can be cross-promoted via other social media

Social Media adopted by the University

• Twitter http://twitter.com/keeleuniversity
• Facebook http://www.facebook.com/KeeleUniversity
• YouTube http://www.youtube.com/KeeleUniversity
• Keele University Social Networking Connections http://www.keele.ac.uk/socnet/