Formal Procedures of the Exit from a Community for a University Social Media Agency
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The aim of the paper is to consider the process of exiting of a university from an online community. The importance of performing the task of exiting in a proper way is proved. Preconditions and risks of the process are investigated. All the stages of the suggested algorithm for exiting from online community are scrutinized.

Keywords: information image, exit procedures, online community, information activities.

A typical task arising in the information activities of university social media agency is exiting from an online community. The several preconditions of exiting are a low productivity of activities of the department in the community without a possibility of improvements, a degradation of community, a decrease in human resources.

Ceasing department activities does not cause placed in a community information image elements of a university to disappear. Other community members have permission to discuss the university that would result in the arising of a number of risks.

- The appearance of new posts provoked by an inaction of university;
- The appearance of new posts containing disinformation without answer;
- Deliberate aggression in the form of an underscore inaction and lack of response to critical posts.

The listed risks are important enough because in such case a group of motivated members can dramatically change community opinion to negative. To minimize the risks we propose the typical formal procedure of exiting from community and social relations conservation.

There are next stages in the procedure:

1) Preparatory. All important posts are processed in the discussions that form an image of the university.

2) Official announcement. The announcement about foreseen exiting is placed in the community (approximately 1 month in advance). The reasons are presented and the invitation to ask immediately important questions is placed. It is also important to specify other methods (email, skype etc.) for future communication with a university agent specifying.

3) Signature change. The signature of the agent is changed in a particular manner. The information about agent’s alternative coordinates is placed.

4) Duplicate announcement. The announcement is published again in 2-7 days before exit. The placement of replies to relevant member’s questions is useful.
5) Discontinuation of authorized login. The agent posts last message in correct style. After this post agent has to visit the site of the community in invisibly or anonymous mode only.

6) Monitoring of community. The systematic monitoring of an important post in discussions, one of university image elements, is required (once per month at least).

The proposed approach ensures interpretation of the silence of university as activities ceasing, but not lacks of intends to help or arguments in the discussion. The alternative channels allow to keep communications with partners.

Systematic monitoring of a community provides the possibility of reactivation of social relations in the community in future. There are the following opportunities for reactivation:

- Growing resources or changing priorities of the university;
- Substantial change of community characteristic;
- Appearance of new risks for the university’s reputation in community.

Reappearance in the community should be done in formal style, too. The login of the agent must be kept. The agent has to publish the post about his return to active membership.

In addition to the method of conservation proposed above there is also the lightweight variant. In such case representing university agent has to declare a minimal activity in the community (1 appearance in a month e.g.). This variant can be applied to communities with high tolerance only.

Replacement of the person figured as agent is not a special case of the exiting. In those situations university does not decrease own activity in the community, only special acknowledge about person replacement is posted.

In any case, exiting of the university from the community is not a reason for eliminating community records from the special database of the information activities management system if such is used in the university.

**Literature**