Social Media Guidelines

Accuracy

1. Make sure you have all the facts before you post.
2. Check your post. Spelling matters.
3. If you make an error, correct it quickly.

Confidentiality

1. Be aware of FERPA, HIPPA, and other federal and state laws and university procedures restricting the release of personal information.
2. Do not post confidential information about students, faculty, staff or alumni.
3. As a guideline, don’t post anything you would not say at a public forum.

Copyright

1. Follow the university and host guidelines.
2. Get appropriate permission before you refer to or post images, copyrighted material, intellectual property, etc.
3. For reference, see the Copyright and Fair Use Guidelines and creativecommons.org.

Content

1. Social media is designed to be two-way communication tool. Know your audience, and listen. Respond to posts as appropriate.
2. Be professional and ethical. Respect your audience. Never use ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable. Only post accurate and honest content, and if you offer your own opinion, it should be identified as such.
3. Post items you think will be of interest to your audience.
4. Add value. Don’t join the discussion unless you have something to say. Be part of the conversation; don’t take it over. There are times when it is appropriate to push out content, but be strategic.
5. If you have questions about whether material is appropriate for posting, consult your Office of Communications.
6. Consider keeping your personal views separate.

Privacy

1. The Internet is not anonymous, and it does not forget. Search engines can pick up posts years later, and posts can be easily copied and forwarded.
2. If posting photos, ask the permission of those involved. If someone objects to photography, avoid using it as a matter of common courtesy.

Adapted from: http://www.marquette.edu/social/about-for-students.php
Resources

1. Social media users are subject to the university’s acceptable use policy. Successful use of social media requires a dedicated person and time.
2. Read the universities social media guide.

Respect

1. Treat those with whom you engage online with respect.
2. Deal with problem posters through direct messages.
3. Think before you post.

Timeliness

1. Social media presumes 24/7 interaction.
2. Try to post updates regularly — and at least several times a week.
3. Check posts about your unit daily — and respond as appropriate.

Transparency

1. Clearly state your role and goals if posting in an official capacity.

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