

SOCIAL MEDIA GUIDELINES

Introduction

The Office of Marketing and Communications has organized the below guidelines to assist University of Evansville employees and affiliates when it comes to developing and managing social media accounts. These guidelines should serve as a complement to existing UE policies. As a reminder, this document should give a general overview for managing social media instead of specific guidance for individual or unique situations.

Best Practices for University and Departmental Use

Ensure you have adequate admins in place for your account. All UE-affiliated accounts should have at least two employee administrators to create a fail-safe in case the primary admin is unavailable, leaves the University, or loses access to their account.

Don't let your accounts go dormant. If your University-affiliated or departmental account is not updated frequently (e.g. daily, weekly, or monthly posts), the account should be deleted from the social network. Additionally, the account should be removed from UE's [Social Hub webpage](#).

Provide your sources when you can. If you are sharing specific information or referencing something in the news, include the source/URL from where you obtained the information. This will help to avoid misinformation and increase your credibility.

Follow the branding guidelines of the University. All profile images and digital material (e.g. Facebook events, graphics) should comply with branding standards as outlined on our website. You can see the complete standards on the [Marketing & Communications webpage](#).

Do not endorse partners. If you are collaborating with external organizations, you are welcome to mention the organization's name and tag them/link to their social media account. However, do not endorse the organization and encourage your audience to support or, if applicable, purchase from them. The use of UE's name in corporate promotion can risk damaging the integrity or reputation of UE.

Respect copyright law and the rights of others. You may not reproduce, screenshot, modify, or redistribute content (including text and images) that does not belong to you. Be particularly careful not to remove or alter any watermarked or branded identifiers in content that you share. Any video materials using music must adhere to copyright law. A large selection of royalty-free music that will avoid this issue is available on [YouTube](#). Copyright infringement is illegal and could expose the University of Evansville to financial liability and reputational risk.

Use closed captioning when applicable. In accordance with the Americans with Disabilities Act of 1990, closed captioning is required in video materials by public entities and "places of public accommodations." UE-affiliated videos uploaded to YouTube must have closed captioning included. Uploading videos directly to UE social media accounts without including closed captioning goes against our social media policy. If you need assistance with closed captioning in your video materials, please contact the Web Team at web@evansville.edu.

Moderate your accounts for inappropriate behavior and comments. UE does not support censoring (i.e., hiding or deleting) comments simply because you dislike or disagree with them. However, comments that are abusive, threatening, or violate the outlined social media

guidelines should be deleted or, in some cases, reported. Individuals may be banned from following your social media account if any of the following occur:

- Uses foul language repeatedly (three or more comments/posts)
- Publishes spam (spam links/URLs, clickbait, promoting personal or external business)
- Posts abusive content (hate speech, hateful or foul language towards other users)
- Leaves inappropriate comments, photos, or graphics in comments (nudity, unrelated photos like a large dinosaur gif, etc.)
- Makes threats towards the University, University community members, or other users
- User displays several criteria that indicate a “troll” account, such as:
 - Has no custom profile picture
 - Has no or very few Facebook friends
 - Has no affiliation to the University (student, parent, alumni, employee)
 - Repeatedly posts the same comment on each post by the University
 - Blasts a comment on multiple University posts within a short frame of time (this is spamming the page)
 - Doesn’t interact with other users but instead is only on the page to “troll” the account

Use good judgment. The content shared from your social media account not only reflects your department/area but also others at UE and the University as a whole. Please keep in mind that content may be replicated (or shared), taken out of context, and available for the world to see. If information has been disclosed to you or your department, do not share it on social media unless you have been given permission to do so.

Remember that you represent the University. Having the UE name or affiliation with your social media account means that all of your posts, comments, and actions on social networks can directly reflect upon the University. This could harm the reputation of UE and/or other individuals or organizations affiliated with UE.

Best Practices During COVID-19

Adhere to the health and safety guidelines. A complete list of health and safety guidelines to navigate the COVID-19 pandemic are available on our [website](#). When creating social media content, be sure it upholds and supports the campus guidelines (e.g. masks in photos, no group).

Indicate “pre-coronavirus” photos. Photos taken during the pandemic should include mask-wearing and social distancing. If the subject is alone/can safely distance for the photo, the masks can be removed. For photos taken prior to the arrival of COVID-19, you should try to indicate this with a hashtag or comment, such as #PreCovid or “Photo taken in 2019.” This will help to avoid confusion from individuals interacting with your account.

Use good judgment. The UE community has done an outstanding job following the guidelines set by the Coronavirus Task Force. It is important that UE-affiliated accounts continue to support and encourage this good behavior. If you believe your content (text, photos, videos) could counteract this, it may be best to refrain from posting.

Remember that you represent the University. On UE-affiliated accounts as well as your personal social media accounts, it is important to remember that your behavior reflects on the University. While we navigate the pandemic and attempt to keep the UE community safe and

healthy, your social media accounts should show a contribution to this rather than a negative impact towards it.

Best Practices for Personal Use

You are responsible for what you post. On your personal accounts, you have the freedom to create and manage your own content. However, UE is not liable for and will not compensate an employee for any liability that results from social media account posts.

Remember that you represent the University. Regardless of your privacy settings, those who have access to view your account may be able to see your job title or affiliation with UE. Please keep in mind that others may directly associate you with the University when reading your posts or comments. This has the ability to affect others' perception of UE, for better or worse. Think before you post, and be civil and respectful towards others.

Do not share private information. Even on personal accounts, you must still adhere to FERPA and other privacy policies of the University of Evansville. Do not post students' information on social media accounts. Similarly, do not disclose information regarding the University unless you have been given permission to do so.

Additional Questions and Information

Have questions? For additional information, or if you need assistance with a particular social media situation, please contact the Marketing & Communications Department at uerelations@evansville.edu.