

UVa-Wise Social Media User's Guide

Social media offers UVa-Wise and its faculty, staff, students and alumni many opportunities to promote the College, share ideas, develop projects and to communicate with others.

If you or your organization are considering social media or are already using the exciting and constantly changing platforms, please consider some basic guidelines to help you along the way.

Identity

Always be upfront about who you are if you represent the College on social media.

Always be upfront about your goals and your role when engaged in social media posting on behalf of the College.

Ask if you are unsure about how to respond to a particular user in some circumstances.

Content

Posting interesting or unique information is a good way to grow a following and to promote your organization or the College.

Be respectful of others who have different ideas and beliefs.

Be careful not to post confidential or proprietary information about students, alumni, faculty or staff or other items that could violate Virginia's Freedom of Information and federal FERPA or HERPA laws.

Make sure the information posted is factual.

Correct any erroneous posts immediately.

When posting, short and concise text works best.

Respect copyright laws and cite and link to your sources whenever possible.

Branding

Make sure your content respects the College name and branding. Refer to the UVa-Wise Style Guide for proper branding and name usage. Do not distort, stretch, re-color or otherwise tweak College logos.

Avoid using UVa-Wise logos, name and marks to promote or endorse products, causes or political parties or candidates.

Do not use College marks or logos on personal pages and sites.

Monitor and Maintain

At least two administrators should be selected to monitor the social media site and to add content.

Try to post at least once a week or more.

Be vigilant in responding to users who have questions, comments or concerns.

Consider using Google alerts to monitor related topics, keywords and news for use in social media at www.google.com/alerts.

Crisis and Emergency

If an emergency or a crisis occurs, administrators or official social media sites should only share official information provided by either the official UVa-Wise social media site or UVa-Wise crisis management officials.

Sharing information from non-official College sites can result in confusing or false information that could impede the campus as it deals with the emergency situation.

Resources

College Relations is the office in charge of the College's social media communications. Please contact College Relations if you have questions or need help developing your social media strategy. College Relations also has a social media group that meets to discuss the overall goals of the UVa-Wise social media communication strategy. For more information on the social media group, contact 276-328-0130 or email news@uvawise.edu.