Social Media Guidelines

Social media is an online community of sharing, with many different platforms. Finding commonalities and similarities with others strengthens your social media presence, but so does serving as a valuable and reliable information source. Interaction is key; finding and sharing content that generates interest is essential for growth and success.

Personal vs. professional

- Separate your personal and professional time on social media platforms. It will help keep you professionally focused and minimize the room for error (ex: posting something on your professional account that you meant to post on your personal account).
- If you have a personal account that affiliates you with Iowa State University, or you talk about your affiliation with ISU openly on that account, readers WILL associate your content with the university (despite any disclaimers that your views are your own).
- Resist inserting personal views on professional accounts (ex: politics, religion, social issues)

Tips

- Instead of jumping into every social media platform that comes along, invest quality time and effort in those that most benefit your needs
- Test drive the social media platforms individually before launching an official account
- Cross-pollinate with other ISU programs (ex: Use their twitter handles, tag others, etc., in your posts; or retweet/share content from other ISU programs)
- Prepare for criticism. Don't engage in arguments, and don't stray from a professional, respectful dialogue.
- Be transparent. Don't pretend to be someone you're not.
- Eliminate posts only if there is profanity, personal attacks, spam -- not user posts that disagree or argue with your content
- Join Iowa State's Facebook group for social media communicators, a discussion forum for questions, ideas and collaboration (https://www.facebook.com/groups/ISUpages/)

Applicable university policies

Acceptable Use of Information Technology Resources
http://www.policy.iastate.edu/ITacceptableuse
Personal Use and Misuse of University Property
http://www.policy.iastate.edu/policy/personaluse
Email, university communications
http://www.policy.iastate.edu/policy/email/
Privacy: FERPA
http://www.registrar.iastate.edu/info/ferpanotice.html
Privacy: HIPAA
http://www.policy.iastate.edu/policy/healthinfo/
Student code of conduct
http://policy.iastate.edu/policy/SDR
Discrimination and harassment
http://policy.iastate.edu/policy/discrimination/
Faculty conduct policy
http://www.provost.iastate.edu/resources/faculty-handbook (chapter 7)