

This section applies to those posting on behalf of an official University unit. However, these guidelines may be helpful to anyone posting in any social media platform.

Privacy : Privacy does not exist in the world of social media. Consider what could happen if an inaccurate or inappropriate post becomes widely viewed by University stakeholders; these posts can have a negative effect on both account administrators and the University. Search engines can reveal posts and comments years after they are created or deleted. If you would not say it at a conference or to a reporter, do not post it on social media. If you are unsure about creating a post or responding to a comment, contact the Branding, Marketing and Communication Office.

Grammar and Spelling : Review all content for grammatical and spelling errors. In addition, follow the University's official and updated style guidelines at murraystate.edu/toolkit. If you need grammar, spelling or style assistance, contact the Branding, Marketing and Communication Office.

Comments : Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the account administrators and the University. In most cases, no response is appropriate. If special cases present themselves, use discretion or contact the Branding, Marketing and Communication Office.

Publicity : Be aware that a presence in the social media world is or easily can be made available to the public.

For any platforms allowing a profanity filter setting, the filter should be set at its strongest setting. If,

possible, moderate comments and be transparent about doing so by including language similar to the Facebook policy we have at www.murraystate.edu/connect.

Courses of Action

For accounts not registered using the Branding, Marketing and Communication Office registration form, those accounts will be reported to the platform for removal.

For accounts registered with the Branding, Marketing and Communication Office that go against the policies and guidelines listed above, the administrators will be contacted and asked to change information and conform to the standard uses and policies. The social media specialist will work with the administrators of those accounts and the department/unit the account represents to make valuable changes.

For accounts that are deemed as false accounts (wrongly representing the university or slandering the university) or inactive accounts, they will be reported to the platform for deactivation.

Contact Information

For more information about this policy, please contact Bailey Bohannon, social media specialist, at 270-809-2798.