UNIVERSITY OF MEMPHIS

SOCIAL MEDIA GUIDELINES

Social media is the front door to a brand, often times the first thing a person sees when it begins that relationship. For so many, our social media channels will be their first interaction with the UofM, their first glimpse into what it means to be a part of the Tiger Family.

Our channels are an extension of the University of Memphis brand, helping tell the many stories of the Tiger Family — from the past to the present and beyond. They are also tools for sharing pertinent information about the UofM and engaging with both the University community and those who could potentially join the Tiger Family, such as prospective students and employees.

WHO WE ARE ON SOCIAL

TIGER PRIDE
In everything we do, we show our Tiger pride and how much we love our UofM family. From successes in the classroom to discoveries in the labs and the thrilling moments from our athletic programs, it's our job to tell those stories through the most creative and engaging means while always bringing that "Go Tigers Go!" energy!

EVERYTHING YOU NEED TO KNOW
UofM social media channels are your one-stop shop for everything you need to know about the Tiger Family. In a world that's changing every second, our accounts strive to be a source of information by providing our community with useful, relevant content: important UofM news, answers to their questions, content that resonates and stories that will inspire and show the best of the Tiger Family.

CONNECTING THE TIGER FAMILY
Social media has long been a connecting point for people across the globe and our channels are just that for the Tiger Family. Our goal is to bring together the entire UofM community every day through our content, giving Tigers a place that feels like their own.

FUN AND ENGAGING
A great college experience is one that is fun and engaging and we aim to bring those personality traits to our channels each and every day. Our content always strives to be engaging, helping create a conversation around what's happening at the UofM and an environment on our social media sites that makes our audience feel at home.

BIG MEMPHIS ENERGY
The Memphis community is at the heart of who we are at the UofM and through our social media channels, we strive to always show off our hometown pride. Whether it's showing off what our Tiger Family is doing to help grow the 901, cheering on our local pro sports teams or just showing off our city, the City of Memphis is a key component of who we are on social.

STRATEGIC, ACCOUNTABLE & RESPECTFUL
While social media can be a fun and engaging tool, it's also one that comes with major responsiblities. Our accounts strive to be strategic in what we say and post while holding strong to the values of accountability and respectfulness.

1. CONTENT MODERATION

The University of Memphis reserves the right to remove any and all content and/or comments at its discretion. Content or comments the University deems to be unlawful, spam and/or threatening against UofM students, faculty, staff, alumni, guests or others and/or to the University's network will be removed and reported to the site on which it appears, as well as to the appropriate University offices. Additionally, there are specific conditions for University employees regarding athletic-related postings and the recognition of official University platforms.

Content and/or comments that violate any University policy and those intended to promote commercial products or services are not permitted under University policy and will be removed. The University encourages the reporting of infringing content to the appropriate social networking site according to each site's terms of service.

2. UNIVERSITY SOCIAL MEDIA ACCOUNTS

The University of Memphis provides and maintains various forms of electronic communication, messaging agents and electronic facilities to include internal and external electronic mail, telephone voice mail, internet access and computer hardware and software. As a condition of providing the previously identified communications access to its employees, the University places restrictions on workplace use of the same. The policies outlined in this document are intended to provide and inform University employees with guidelines concerning the use of social media for University accounts.

These policies apply to University faculty, staff and student employees that engage in social media for work-related purposes or who are asked to participate in social media by a University supervisor as part of their position responsibilities. These policies are intended to minimize risks for University account holders while maximizing user engagement through the creation of an effective social media strategy.

It is not the intention of this policy to mandate the use of social media by University employees, but to make employees aware of appropriate conduct in the online social community. These guidelines are not meant to imply restriction or diminishment of employee rights to free speech or to engage in protected activity under law.

2.1 UNIVERSITY OF MEMPHIS BRAND ADHERENCE

All University of Memphis social media sites must comply with the UofM brand standards created by the Department of Marketing & Communication in the Office of External Relations, as well as with the UofM social media brand standards set in this handbook.

2.2 PROFILE NAME

Whenever possible, the University of Memphis should be the account name first. This allows followers to find the account quickly and creates a uniform and unique brand recognition on official University platforms.

Example: The University of Memphis Alumni Assoication, The University of Memphis College of Education

Before creating a social media account on a platform, contact the University of Memphis Social Media Team by emailing socialmediateam@memphis.edu. We may find that an account has already been established and may encourage transition to another account in certain cases.

2.3 DORMANT/INACTIVE ACCOUNTS

Should an account lie dormant or inactive for an extended time, the account administrator(s) may be notified by the University Social Media Manager concerning its status. Should an account continue in its dormancy, the account administrator(s) may be asked to inactivate the account in order to manage the University brand in a positive manner.

2.4 ACCOUNT ADMINISTRATORS

Account administrators should only post as the voice of the college, department or organization. The account administrator represents the University of Memphis and the departments related to the University. This maintains the privacy of the account administrator and preserves the consistency of professionalism for the unit.

The exception to this guideline is "celebrity status" and speaks for the University, such as the President, Athletic Director, Head Coaches and/or Deans. Account administrators and the University reserve the right to review all comments and posted material and remove such materials for just reason and/or policy violation.

2.5 ATHLETICS CONTENT

The information posted directly by the Office of Athletics may be redistributed on official University social media platforms. As employees, it is best to avoid commentary on athletic-related topics other than game outcomes and general comments concerning attending or watching upcoming games and athletic activities. Per NCAA guidelines, employees and University accounts are prohibited from commenting or sharing any information on social media platforms regarding recruiting or the recruitment of specific student-athletes. Inappropriate postings and comments on athletic events and activities, student-athletes, coaches or the possible recruitment of student-athletes and coaches can have serious implications both for the employee(s) involved and for the University. Be mindful of NCAA sanctions and good sportsmanship conduct. For details or questions, contact the Athletic Department at 901.678.5395.

2.6 COPYRIGHTED CONTENT

All official University of Memphis social media channels must adhere to intellectual property rights, federal Copyright law and University policies.

2.7 POSTING MEDICAL CONDITIONS

HIPPA prohibits the discussion (including posting) of an individual's medical and/or health condition. Posting personal details about another individual's health conditions is prohibited on platforms associated with the University.

2.8 EMERGENCY COMMUNICATIONS

In the event of a crisis situation or campus-wide emergency, do not post speculative information about the situation. You will be notified by the Department of Marketing & Communications with the appropriate response for said situations.

Each University department is appointed one representative that will be the first point of contact in case of an emergency in order to share accurate information with their respective teams. If you discover activity or a situation unfolding, immediately contact UofM Campus Police at 902.678.HELP.

2.9 MONITORING

Social media account holders most monitor and update their accounts frequently in order to maintain and create an engaging atmosphere for visitors. Rapid response time to issues should be a priority for account holders. Should administrative staff need to be notified, contact the Social Media Team immediately at socialmediateam@memphis.edu.

2.10 CONTENT/COMMENT MODERATION

Comments must be absent of expletives, obscenity and vulgarity. Comments threatening in tone, degrading students, faculty, staff and/or evolving into personal attacks are to be deleted by account administrators. Posts with links to advertising should be removed as they violate University policy.

Negative comments are to be expected and should not be removed unless deemed harmful. Responses to these comments should be handled in a way that reflects the University positively. If there are any questions on how to handle comment/content moderation, please contact the Social Media Team at socialmediateam@memphis.edu.

2.11 PRIVACY

The University monitors content and social media platforms. University policies regarding the standards of privacy, conduct, ethics, discrimination, harassment and bullying are to be followed and applied to social media. Violations of University policy could subject the violator to corrective action.

2.12 POLITICAL CONTENT

Posting about politics, making political commentary or representing personal political opinions is not permitted on University social media sites.

2.13 TERMS OF SERVICE

Users of University social media accounts should learn the terms of service and policies of the social media sites they are utilizing. Users should also always be aware of updates to the platforms and adjust strategies as needed.

3. STUDENT SOCIAL MEDIA ACCOUNTS

The University of Memphis recognizes that social networking has changed the way people communicate and that students want to be a part of this ever-changing platform. Social networking sites expand one's reach immensely, and there are many valuable uses of these networks.

Because social networking is so accessible and has blurred the lines between personal and private, there are a number of concerns with social networking sites of which students should be aware. Realize that information posted without using appropriate privacy settings may be available to anyone including University faculty, current or prospective employers, graduate school admissions officers and many others.

Students should conduct themselves in a way that exemplifies the socially responsible and honorable behavior expected of all University students. While the University encourages this online collaboration, provided are University policies and guidelines for appropriate online conduct in order to avoid the misuse of this communication medium. It is not the intention of this policy to mandate the use of social media by University students but intended to make students aware of appropriate online conduct. These guidelines are not meant to imply restriction or diminishment of student rights to free speech or to engage in protected activity under law. For questions, contact the UofM Social Media Team at socialmediateam@memphis.edu.

3.1 ONLINE CAN MEAN FOREVER

Remember that what is posted is accessible long after it is removed. Comments can be forwarded or copied. Years from now current or prospective employers could find posts that are created now. Graduate school admissions officers may use this information to ascertain the maturity and professional growth of applicants. Do not let poor judgment now prevent the securing of a dream job in the future.

3.2 USE PRIVACY SETTINGS

Understand and use the privacy settings on social networking sites; otherwise, personal information is available to the entire world. Do not provide personal identifying information such as date of birth, phone numbers, home addresses or class schedules.

3.3 BE CAREFUL

Be aware of who is added as a friend to a personal site. Do not allow others to create and manage accounts on your behalf unless you have total access to the logins, passwords and procedures for those accounts.

3.4 RESPECT OTHERS

Don't infringe on the privacy of friends, peers or University faculty. Never post personal information of others that could be embarrassing to them or the University. If posting photos, ask the permission of those involved. If someone objects to photography, avoid using it as a matter of common courtesy.