



Social Media Guidelines

Online media is a great way to keep up with current events and share the many exciting things happening at University of Western States (UWS). Faculty, staff and students are invited and encouraged to fully utilize social media to discuss UWS and promote your work and studies. Before you begin publishing, please familiarize yourself with UWS Policy 2503 - Social Media and the UWS social media guidelines below to ensure consistency online.

University of Western States online communication and social media policy

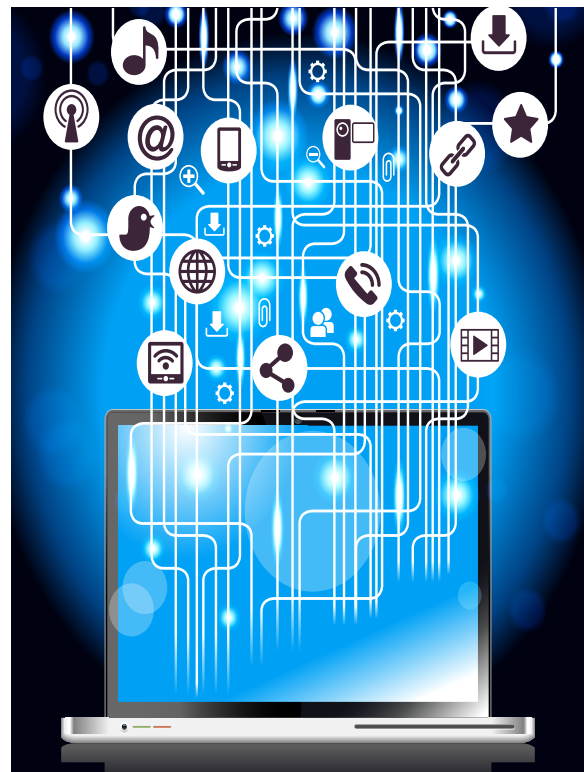
Personal and Social Websites

If you choose to identify yourself as a part of University of Western States (UWS) or discuss matters related to UWS on a personal website, social site or blog, many readers will assume you are speaking on behalf of UWS. In order to protect the reputation of UWS, your communication must be transparent, ethical and accurate, in accordance with the requirements set forth in this document.

Failure to comply with requirements in conjunction with communications about UWS shall be treated as a violation of policy.

In addition, guidelines are provided to help ensure that online media communications of UWS all faculty, staff and students reflect respect for the fundamental principles and core values of the organization, as set forth in Policy 9001 - Student Conduct.

Interactions by university students and employees online shall meet the same standards as personal communications and interactions on or off campus. Thus, all standards in Policy 9001- Student Conduct apply as well as Employee Conduct (outlined in the UWS Employee Handbook), along with FERPA and HIPAA laws.



Do the following

Requirements

Use Disclaimers

Make it clear these are your views and not necessarily those of UWS. This precaution should be adhered to not only when communicating directly about UWS, but in those instances when the communication may be associated with or create the appearance of being on behalf of UWS, such as use of UWS in a username or use of your actual name if you are publically associated with UWS.

Be Transparent

If you discuss UWS, disclose your role.

Be Accurate

Do your research; avoid posting inaccurate content.

Be Considerate

Do not use the web to bash or embarrass UWS or our partners, including both nonprofit and corporate partners, donors, students or employees.

Respect Copyright Laws

Give credit for non-original material and content. For reference, view the Stanford Copyright and Fair Use Guidance: <http://fairuse.stanford.edu/>

Maintain Confidentiality

UWS students, staff and faculty are expected to conduct themselves professionally in their communications and interactions on or off campus, which includes compliance with FERPA and HIPAA laws. Do not reveal confidential UWS information. If you publish online content about UWS, by all means talk about your good work and make meaningful connections with your readers; but you must accomplish this while respecting the privacy and confidentiality of partners, patients and communities.

Respect Work Commitments

Social networking activities are personal and should be done on your own time unless you are promoting UWS or have been assigned to perform an online activity related to UWS.

Guidelines

Support UWS

Promote @uws_news on Twitter or [facebook.com/universityofwesternstates](https://www.facebook.com/universityofwesternstates) to help grow our online presence and reach more people.

Tell Us About Your Blog

UWS does not police online sites, but we do seek to aggregate the most powerful stories and highlight UWS voices.

Be Generous

The Internet is all about connecting with links, so share links to UWS content.

Maintain Your Online Presence

Google yourself. Complete your profiles on Facebook and LinkedIn. Clean up outdated information, hide or delete compromising content.

Share Stories

Share stories about UWS and help power a movement by inspiring others to do the same.

Note on Privacy:

You can adjust privacy settings on Facebook and Twitter and decide exactly how much of your information should be available to the public or to people you connect with online.

Note on Twitter:

All messages on Twitter, known as "tweets," are limited to 140 characters, including punctuation and spaces.

Getting Started

Create Your Accounts

You can create free accounts at www.facebook.com and www.twitter.com if you do not already have them.

Facebook Basics

 facebook.com/universityofwesternstates

Once you have a Facebook account, you can search for the UWS page or go directly to the URL above. Click the button to “like” the page. Liking the UWS page does not mean UWS can see your wall.

TAG UWS IN A POST

You can “tag” any individual you are friends with on Facebook or any page you “like.” By doing so, your post will appear on the wall of the person or page you tag. Once you have liked UWS on Facebook, try typing the @ symbol followed by the first few letters of UWS while you are posting (example: “Today I graduated from @UWS”). A drop down will appear with suggestions of people and pages to tag, based on your connections. Select “University of Western States” from the list. Your post will now appear on UWS’ Facebook wall as well as yours.

PARTICIPATE IN THE CONVERSATION

Join the conversation on the UWS page. Post thoughts and ideas directly on the UWS Facebook wall (by tagging UWS or visiting the wall and posting directly to it).

SHARE YOUR CONTENT

UWS staff from every division or department find interesting stories to share online, whether they are in the form of success stories, student spotlights, alumni profiles or research success. You can post information as long as it is appropriate for public consumption. Tag UWS or post it directly to our Facebook wall. For content with broad appeal, email it to communications@uws.edu if you would like it to be posted by UWS.

Twitter Basics

 twitter.com/UWS_news

Once you have a Twitter account, you can search for UWS_news or go directly to the URL above. Click the button to “Follow” @UWS_news on Twitter.

TWITTER ETIQUETTE

Mention - Users on Twitter thrive on being mentioned, providing exposure to additional networks and recruiting new followers. To mention a user on Twitter, use the @ symbol immediately before their Twitter name. Example: @UWS_news in a tweet would mention UWS.

Retweet - The only thing more exciting than a mention is a retweet. By retweeting a tweet you like, you post the author’s exact tweet, including their username, preceded by the letters RT. This gives credit to the user and lets your followers know that you think this tweet is worth reading.

HASHTAGS - FACEBOOK AND TWITTER

Commonly used hashtags by UWS:

#UWS • general UWS network-related tweets.
#uws110 • 110th anniversary news
#TBT • throwback Thursday, old photos of campus
#workinsports, #sportsbiz, #uwssportssci • MSESS program
#UWSalum • alumni news
#keepPDXwell, #wellness wednesday • wellness tips

Hashtags all begin with the # symbol and act as conversation labels on Twitter. In a tweet, hashtags become clickable and direct the user to a stream of tweets containing the designated hashtag. There is no official way to create a hashtag. Any text between the # symbol and the first subsequent space becomes a searchable hashtag.

Help UWS grow

Facebook

Share On Your Wall

Visit facebook.com/universityofwesternstates and click "Share" on the lower left column of a post. A dialog box will pop up allowing you to post this page on your wall. In the "Write Something" box, enter a personal note about why your friends should follow UWS and click "Share Page."

Send To Your Friends

Message your friends directly. Repeat the above steps, but this time select: "Share: In a Private Message" when the dialog box appears. Start typing the names of your friends on Facebook and they will pop up. Click the friends you would like to share it with until you have selected all friends. Like an email, compose a personal message and click "Share Page."

New To Facebook?

Don't worry if you don't have a lot of Facebook friends to share this with at first. You'll be amazed how many people you know are already on the site. To find friends and colleagues,

VISIT: facebook.com/find-friends/

Completing some details on your Facebook profile, such as your employment at UWS, will help Facebook identify people you know. You can upload your contact lists and link Facebook to your email accounts to find contacts. If you prefer, you can search for contacts individually.

Twitter

Once you join Twitter, find people you know or follow causes you care about.

VISIT : [Twitter.com/#!/who_to_follow](https://twitter.com/#!/who_to_follow) and [Twitter.com/#!/who_to_follow/import](https://twitter.com/#!/who_to_follow/import)

Once you are following other Twitter users and begin to provide content, you will be surprised how fast users will find you. Twitter moves very quickly, so it is important to check in often, and you always have the option of making your content private.

Start tweeting about UWS. Follow and retweet our content.

Email Your Friends

Send a personal email to your friends asking them to follow UWS on Facebook and Twitter. Provide them with our social media links. For best results, make it personal and explain why you choose to follow UWS.



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