Social Media Best Practices

On college campuses, social media has been a way for information to spread and reach many people. However, social media can also have negative impacts on a university, on a student, and on a community.

According to Merriam Webster Dictionary:

Definition of SOCIAL MEDIA: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

There is not a lot of policy regarding social media and risk management.

1. Personal and professional
2. Offensive/illega behavior

Green light tips for any personal accounts
- Use clean language
- No inappropriate pictures
  - Clothing
  - Unflattering angles
  - Inappropriate behaviors
- If you are of age, no photos of alcohol
  - This can misrepresent your character

Yellow light tips for any personal accounts
- When upset or angry. Try not to post about it on your social media.
  - If you need to try not to offend anyone
  - Use logic to explain why you are upset
  - Take others’ opinions with respect

Red light tips for any personal accounts
- Do not use derogatory or racial slurs
- Do not post about illegal substances or paraphernalia