

# **Social Media Guidelines**

## **Diversity, Equity, Inclusion, & Belonging**

- Use inclusive pronouns (they/them/theirs/folks).
- Don't make assumptions about gender, race, experience, or ability.
- Avoid gender or race-specific emojis.
- Use title case for hashtags—it makes them more legible for screen readers.
- Provide descriptive captions for images.
- Be thoughtful about representation.
  - For a list of national history months and identity recognition days, click **here**.
- Any hate speech will not be tolerated.
- Create social media community guidelines.

## **Posting & Engagement**

- Posts must be approved by advisor.
- Stay consistent with voice.
- If a collab post is being shared, make sure to highlight both voices.
- Please note that platforms are not monitored 24/7.
- If a question is asked, respond within the week.
- If the answer is not known, please ask advisor.
- If a user is crossing any line, block and immediately tell advisor.
- Do not engage in any negative comments.

## **Security & Password**

- Please keep login information safe and confidential.
- Keep all usernames as similar as possible across all platforms.
- Choose strong passwords.
- Use a different password for every social account.
- Use two-factor (or multi-factor) authentication to login to social networks.
- Only activate geolocation services on apps when necessary.
- Practice safe browsing.
- Make sure your Internet connection is secure.
- Do not download or click on suspicious content.

## **Strategy & Planning**

- Define monthly and semesterly targeted goals.
- Create and schedule posts at least a month prior.
- Make sure any information shared is accurate. Double check references.
- Create a QR code for quick access.
- Research latest trends.
- Know when to post, highlight, or place in a story.
- When in doubt, do not post, or ask advisor for advice.

Sehl, K. (2021, April 7). *How to Create Effective Social Media Guidelines for Your Business*. Social Media Marketing & Management Dashboard. Retrieved October 5, 2022, from <https://blog.hootsuite.com/social-media-guidelines/>

**Goals Template**

<b>Goal</b>	<b>Current Reach</b>	<b>Goal</b>	<b>Deadline</b>
Followers			
Likes			
Impressions			
Shares			

**Monthly Calendar Template**

<b>MONTH</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>Week of</b> —	<b>About:</b>  <b>Caption + Hashtags:</b>  <b>Media Linked HERE</b>	<b>About:</b>  <b>Caption + Hashtags:</b>  <b>Media Linked HERE</b>	<b>About:</b>  <b>Caption + Hashtags:</b>  <b>Media Linked HERE</b>	<b>About:</b>  <b>Caption + Hashtags:</b>  <b>Media Linked HERE</b>	<b>About:</b>  <b>Caption + Hashtags:</b>  <b>Media Linked HERE</b>
<b>Week of</b> —					
<b>Week of</b> —					
<b>Week of</b> —					