

Social Media

Audience for this policy

The UNO Social Media Policy is intended for all students, faculty and staff who manage or contribute to official UNO social media outlets. We define social media outlets as channels that speak on behalf of the university, represent units of the university, and have some oversight by university staff. These include, but are not limited to, channels for colleges, academic departments and administrative offices at UNO. Social media channels may include, but are not limited to, blogs, wikis and social media networks such as Facebook, Twitter, YouTube, LinkedIn, Instagram, Tumblr, Pinterest, Snapchat and FlickrR.

This policy does not pertain to student groups or to the personal use of social media by students, staff and faculty members. Please see “Guidelines for Employees’ Personal Use of Social Media.”

Policy for official social media accounts at UNO

This policy only applies to UNO students, faculty and staff who are authorized to speak on behalf of the university through social media. This includes anyone managing or contributing to a social media channel on behalf of a college, academic department, administrative office or other official entity at UNO. Social media channels may include, but is not limited to, blogs, wikis and social media networks such as Facebook, Twitter, YouTube, LinkedIn, Instagram, Tumblr, Pinterest and FlickrR and other media yet to be developed.

This policy only applies to those individuals when they are posting on such official sites and/or when they otherwise speak as an authorized representative of the university. It does not apply to other social media communications and postings that individuals make on personal social media sites as long as those communications do not indicate that the individual is speaking on behalf of UNO. Please see “Guidelines for Employees’ Personal Use of Social Media.” This is intended to be an evolving document, which will reflect UNO’s current needs and may be adjusted to future changes in social media.

Authorized communications

Before creating a university-affiliated social media account or posting on a social media account affiliated to UNO, please familiarize yourself with this document.

All university-affiliated social media account administrators are expected to follow the guidelines in this policy in order to create consistent communication on behalf of the university, and maintain the integrity of communication channels between the university and prospective and current students, faculty, staff, alumni, and the community at large.

These guidelines should be considered in addition to the behavioral standards, laws, professional expectations and student conduct policies that govern interactions on campus—including but not limited to: Policy for Responsible Use of University Computers and Information Systems, Student Code of Conduct, Employee Handbook, and the Memorandum on Copyright Law and Compliance.

Beginning in September 2014, all official social media accounts at UNO, with the name and contact information for the account manager, must be registered by the University Content Manager in MavMEDIA, the UNO social media directory. This can be requested by email to ucomm@unomaha.edu.

- You should only post on behalf of UNO in an official capacity where you have been explicitly authorized to do so.
- You should only create an account in the name of a recognized UNO entity if you are authorized to represent that entity.
- It is important more than one individual should be able to make changes to each account, in case of personnel transitions or illness, etc.
- Discuss with your supervisor whether you are empowered to respond directly to users and when you may need approval to respond, or when you have questions about the appropriateness of content for posting.
- Always take a moment to think about what you are posting before you hit the publish or post button. If you have any doubts about your content, feel free to reach out to the Content Manager at ucomm@unomaha.edu.

Governance

A “university-affiliated” or “UNO-affiliated” site is any website or social media page that provides official information about UNO to internal and external audiences, interacts with current or prospective students on the university’s behalf, or represents an official UNO entity such as an office, department, college, center, building, support service, major or program. Faculty, staff, or student interns and volunteers commonly administer these sites/pages.

Brand, Design and Content

All UNO-affiliated pages, sites, social presences, and other digital displays representing the University must adhere to the approved brand, design, and logo standards of the university to ensure consistency.

University Communications is responsible for upholding the brand through design, consistency of imagery, and tone of voice that is reflected throughout UNO’s digital presence. Refer to UNO social media activity for guidance or schedule a consultation with the University Content Manager if you have questions about your content.

UNO is currently active on the following social media platforms: Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn for Education.

UNO reserves the right to request modification or removal of any status updates, tweets, Pinterest pins, videos, photographs, memes, comments, Facebook Likes, Facebook Shares, Twitter Follows, Twitter Retweets, Twitter Replies, and Twitter Likes to university-affiliated social-networking sites that include but are not limited to:

- All types of offensive language, including but not limited to obscene, racist, abusive, defamatory and threatening
- Drug, alcohol, pornographic or sexist references
- Endorsements of postings relating to a political candidate or legislative policy
- Libelous and/or slanderous statements
- Copyright and trademark violations
- Personal information
- Duplicate posts from the same individual
- Images or other content that are off topic and/or do not relate to the University, or content that invites negative conjecture about the University

If a member of University Communications staff contacts you regarding a requested modification or removal of the above content, it is expected that action will be taken as soon as possible.

Notwithstanding the foregoing, UNO is not obligated to take any such actions, and will not be responsible or liable for any interactions or content posted by any participant in any university-affiliated social networking forum, event or service. In addition, UNO does not endorse content outside of that created by university staff.

By using any UNO-affiliated social media, participants agree to abide by the Governance outlined in this document, all UNO standards and guidelines and in addition, agree to indemnify the University and its officers and employees, from and against any and all direct or indirect liabilities, judgments, damages, claims, losses and costs (including attorney's fees) incurred which arise out of or are related to posted content.

NCAA prospective student-athletes (PSA) communications guidelines

The National Collegiate Athletic Association (NCAA) mandates additional guidelines for social media communication. The information below is provided by Omaha Athletics.

Prospective Student-Athletes

The NCAA has strict rules regarding the recruitment of prospective student-athletes. The publicizing of a prospective student-athlete is very limited. This includes the interaction with

prospective student-athletes on social media websites such as Facebook and Twitter. Here is a list of what an institution can and cannot do on social media regarding prospective student-athletes. If you ever have questions about permissible social media activities you can contact the Director of Compliance at 402.554.3751. You can also tweet questions to @OmahaCompliance.

Can:

You may “follow” or “be friends with” a prospective student-athlete on Twitter, Facebook, Instagram, etc.

Cannot:

- You cannot mention a prospective student-athlete in a post
- You cannot tweet at a prospective student-athlete
- You cannot post on a prospective student-athletes Facebook wall
- You cannot “like,” “share,” “favorite,” or “retweet” a prospective student-athlete’s posts
- You cannot direct message or email a prospective student-athlete
- You cannot comment on a prospective student-athlete committing to UNO
- You cannot publicize a prospective student-athlete’s visit to the campus
- You cannot publicize a prospective student-athlete’s intention to accept its scholarship offer;

Note that all of the above provisions remain in effect until the prospective student-athlete has signed a valid National Letter of Intent (NLI) or AFA agreement and UNO/Omaha Athletics has released a statement about the prospective student-athlete committing to UNO.

Essentially, if you are communicating with or talking about a prospective student-athlete on a social media website, you are probably committing a violation and putting the eligibility of the prospective student-athlete at risk.

Current Student-Athletes

An institution can publicize its current student-athletes and their achievements more than with a prospective student-athlete. The limitations that are listed above in the prospective student-athlete section do not apply to current student-athletes. You can mention a current student-athlete in a tweet or post on his/her Facebook wall. You can “like,” “share,” “favorite,” or “retweet” a current student-athletes posts.

If you ever have questions about permissible social media activities you can contact the Director of Compliance at 402.554.3751. You can also tweet questions to @OmahaCompliance.

MavMEDIA: UNO Social Media Directory

A central database, MavMEDIA, is being compiled by the Office of University Communications (UComm) to ensure collaboration and continuity in UNO social media; in addition to contact information for UNO sponsored and affiliated accounts.

MavMEDIA will feature a listing of UNO's official social media accounts.

For a page to be considered "official," and to be included in future publication or promotion on the university website and other media, each unit must provide the following information to the University Content Manager via email:

- All social media platforms being used, including URLs to each page
- The names, work phones and email addresses of all account administrations ("admins") for each social media account
- Contact information for the faculty member or director/assistant director/adviser with direct oversight of the social media account administrators. This cannot be a student, student intern, or temporary staff.

Upon receiving your information, the University Content Manager will send you a digital copy of this document for future reference.

Confidentiality

Do not post confidential or proprietary information about UNO, or UNO employees, students, staff, or alumni that would violate such persons' rights to privacy under applicable federal and state laws and regulations such as the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the Family Educational Rights Privacy Act (FERPA) and university policies. Non-disclosure agreements that prohibit the university from disclosing information also bind its employees from disclosing such information.

Privacy

Do not post anything to an official social media channel that should not be shared publicly. In particular, do not discuss a situation involving named or pictured individuals on a social media site without their knowledge or permission. This does not include photos from the UNO Digital Collections and Archives, UNO PhotoShelter account, or photos in which individuals are not clearly recognizable. Keep in mind that for reasons of privacy or security some students may not want it publicly known that they attend UNO. Never share Social Security numbers, addresses or other private information. Remember that whatever you share may be public for an indefinite period of time, even if you attempt to modify or delete it.

Responsibility

Use of social media on an official UNO channel must be managed responsibly because it reflects on the university, its faculty, its students, its alumni, and its employees.

Emergencies and Crisis Situations:

In the event of an emergency or crisis situation, managers of official UNO accounts are asked to share only official information provided by the main UNO social media accounts and shared in official university messages. Sharing information found online or not approved by UNO may lead to false or confusing information reaching the community and spreading online. Official accounts are also asked to delete or postpone any previously scheduled tweets or posts during an emergency or crisis situation.

HIPAA/FERPA Violation:

Social media account managers should take steps in advance to prevent the exposure of confidential medical or student information. Confidential information should never be posted online. Photos should also be inspected closely before publication to make sure no confidential, personal information, such as Social Security numbers, addresses, or academic records, can be seen. Never publish a name or photo without that individual's permission.

Other Users

Other users, including student groups at UNO, may have different interests, attitudes and opinions than official UNO social media accounts. Before retweeting or sharing content posted by others on official university channels, be careful that such content is accurate and reflects the university's position.

Fake Accounts

Employees should never create fake social media accounts (i.e., an account that seems to be the work of a third party) or share false or misleading information through a university account.

Correcting Information

If you unintentionally post something online that is incorrect, correct it visibly and publicly as quickly as possible. Doing so will earn you respect in the online community.

Transparency

To both protect the UNO name and build trust with users, social media such as blogs, Facebook pages, Twitter feeds, etc. that are established on behalf of UNO entities should be explicit regarding the nature of the relationship of such media to UNO. Due to UNO's non-profit status, social media should not be used for any private business or financial transactions including revenue from advertising, nor should any staff with administrative responsibilities realize any personal monetary profit from UNO-related social media. Social media may be used for fundraising as long as a transaction does not occur on the social media platform itself.

Content shared via official UNO social media channels, as well as pages or accounts that these channels like or follow, should reflect the mission and values of UNO University. Official UNO accounts should refrain from posting content and liking or following users or pages that reflect personal interests or that may be in conflict with UNO's mission or values.

Official UNO accounts should encourage engagement and interaction with and among followers; however, they should reserve the right to remove content that is spam, commercial, obscene, harassing or derogatory. If the social network allows for it in the "Bio" or "About" section, official accounts should post a disclaimer similar to this: "Third-party posts do not imply endorsement of that content by UNO. We reserve the right to remove content that is spam, commercial, obscene, harassing, and/or derogatory."

Use of the UNO Name

In addition to meeting the requirements established in the UNO Brand Guide there can be challenges associated with using the UNO name in social media, such as the potential need to abbreviate a program or entity name for a Twitter account.

Be as clear as possible when naming your social media accounts, while keeping in mind character limits. Avoid using acronyms that may not be universally recognized.

Copyright

UNO official accounts must follow the UNO Memorandum on Copyright Law and Compliance <<http://www.nebraska.edu/docs/policies/MemorandumonCopyrightLawandCompliance.pdf>> when posting intellectual property, including photos and videos, online.

Terms of Service

Official social media accounts at UNO must follow the Terms of Service set forth by the social media channels they are using.

([Facebook](#), [Twitter](#), [YouTube](#), [Tumblr](#), [Instagram](#), [Vimeo](#))

Best Practices

UNO has created best practices and guidelines (see "Social Media: Best Practices") for the most popular social media platforms. Official channels should follow the best practices for each platform. In some cases, deviation from best practices is warranted, but failure to follow best practices to the detriment of the university may result in, but not be limited to, exclusion from official UNO social media lists or platforms, lack of promotion from the main UNO channels, and possible deactivation or deletion of the offending account. Deactivation and deletion will be carried out by contacting and working with the unit's communications staff or the highest-ranking member of the unit.

Inactive Accounts

Social media channels at UNO must be continually updated and monitored, linked to an office-wide email address of unomaha.edu. Accounts that have been inactive for more than two months may be subject to deactivation or deletion. Deactivation and deletion would be carried out by contacting and working with the unit's communications staff or the highest-ranking member of the unit.

Personnel Recruitment

While social media continues to evolve and develop as an effective tool for advertising jobs at the university and for recruiting candidates, it does not replace or otherwise eliminate the need to use the university's existing recruitment systems and processes for posting positions, collecting applications, conducting background checks, making offers of employment and other related activities. Offers of employment should only be extended through existing and accepted processes, and should not be communicated through social media.

Social Media Best Practices

One voice, one UNO

The University of Nebraska Omaha communicates with many and diverse audiences. A primary goal of every university communication is to use consistency to build and reinforce one voice. A unified university image supports our efforts to continue to promote UNO's reputation as a [premier metropolitan university](#) with local, state, national and international audiences. It also supports our efforts to reach a student population of 20,000 by 2020.

Although each college, department, office and organization may operate its own social media outlet in promotion of their area, all social media accounts affiliated with UNO are a public voice for the university. They are inherently promotional in nature and reach tens of thousands of prospective students from various educational backgrounds.

Whether your social media account is intended for informal communication with current students or strictly information about your programs, the content you post should be representative of the university's mission, vision and values, and reinforce its strategic and academic priorities.

Our strategic priorities include:

- Being student-centered
- Academic excellence, and
- Engagement with urban, regional, national and global communities

Our five campus academic priorities include:

- Doctoral graduate research

- Early childhood/child welfare
- Global engagement
- Science, technology, engineering, mathematics (STEM), and
- Sustainability

Getting started

Before you begin creating a university-affiliated social media account, read the tips and strategy below and contact the University Content Manager. The Content Manager can help you select which social media platform to begin with, offer account-naming guidance, and connect you with other helpful resources for social media strategy. If you are choosing to begin with Facebook, the Content Manager can also suggest whether you should create a group (open or closed) or a business page.

Use the Social Media Strategy Checklist below to evaluate your potential use of social media. Define the “5 W’s to start planning your social media usage before creating an account:

1. Who

- Who is your intended audience?
- Are you trying to reach current students? Prospective students? Faculty? Staff? Alumni? The community? All of the above?
- Should your social media presence have more of an internal, targeted appeal? Or should it be public facing with wide appeal?
- Who will manage your social media page(s) including the posting, monitoring and moderating of all content? Is there enough staff that is familiar with social media or can be trained to keep the site active?
- Who will be your page(s) administrator(s)?
- Will this staffing be consistent and not change each semester (i.e. departure of student interns)?
- Who has oversight of what content will appear on your social media page(s)?
- Will your page(s) represent more than one office, program, department, school, organization, etc.?
- Beyond the page administrator(s), who will request content or targeted marketing strategies for the social media pages?

2. What

- What are your area’s objectives in the use of social media?
- What do you hope to accomplish with a social media presence?
- What can social media provide that your other forms of communication cannot?
- What social media platform(s) will your area utilize?

- Will you use more than one platform? (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.)
- Is there enough material and staffing to keep one or more platforms active?
- What will you be posting?
- Will it be all original content?
- Where will you find other content?
- Will your content strictly be links, or you use a mixture of links, images, videos, etc.?
- Will you post the same content across multiple platforms (without variation)?

3. When

- When will you post content on your social media page(s)?
- When and how often will you post?
- When will you monitor and moderate your social media page(s)? Will it only be during business hours, or also after hours/weekends?

4. Where

- Where will you acquire content?
- Are the sites you reference internal (driving content to and from the university site), or external (going to other resources)?

5. Why

- Why are you posting?
- What are your objectives?

Best practices

Presence and Maintenance

Social media accounts and UNO must be logged into a minimum of once per day to monitor and respond to posts, comments, mentions, etc.

Be present and responsive, and you will gain credibility and value. If you are using social media, people will engage with you and expect a response – from prospective students asking about deadlines to parents inquiring about events. Establishing and then abandoning or not maintaining a social media channel will reflect poorly on the university.

Frequency of updates depends on the channel and how much content you have to share. Use an editorial calendar to schedule content creation and publication. Don't hoard content and post it all at once. Here are some general guidelines:

- On Twitter, users are used to frequent updates. Even if you don't have enough content to post multiple times each day, you should log in and check mentions and direct messages at least a few times each day.

- Log in at least once per day to Facebook to check the page, put posting content 3-5 times each week is reasonable.
- For a video or photo service like Flickr or YouTube, update according to how much content you have available.
- You may consider giving multiple people in your department access to post if you feel that will help keep your account(s) up-to-date.

Accuracy

Make sure that any information you post to a website or social media site is correct. If you are unsure, call a source to verify to avoid needing to post a retraction later. Any corrections should be done publicly. Also, cite and link your sources as much as possible.

Advertisers/Spammers

As the number of “likes,” “fans” or “followers” on a page increases there is a higher likelihood of advertisers or spammers using the page to get free advertising. The appropriateness of this material being housed on a university-affiliated page will be left up to the discretion of the page moderator. As a general guideline, anything that is not university-affiliated in some fashion should be removed.

If the user posts an advertisement/spam again, it is recommended that the user be banned from that page.

If a user posts something that is explicitly sexual, inflammatory, violent or otherwise offensive by content standards, it is recommended that the user be banned immediately and the post be reported to that site’s FAQ/Help area.

Confidentiality

As an employee of the university, you may sometimes gain access to confidential information. Do NOT release confidential information about any students, faculty, staff, administrators or university programs to an online website or social media site. This includes the disclosure of identifiable data such as last names.

When appropriate, (i.e. page contest winners, etc.) only refer to a person by their first name and last initial. Use good ethical judgment and follow university policies when posting.

Do not share content from student pages to the university-affiliated page without the individual’s expressed consent. This avoids directing online traffic to personal pages that may contain private content or content not appropriate to be shared by a university-affiliated page.

Content

As a public voice for the university, the content on your university-affiliated page should be informative and interactive with a wide-variety of audiences including current and prospective students, parents, faculty and staff, alumni and the community. The information presented there should be accurate, and should avoid:

- Implying endorsement of an opinion or entity by the university. The University's official social media pages are responsible for conveying those messages when appropriate.
- Functioning as an outlet for the personal opinion of one individual.
- Linking to sites, "retweeting," or "liking" pages that contain the inappropriate content referenced below in "Inappropriate Behavior." When linking to or "liking" pages, or "retweeting" (RT) items, these pages or their page titles are reflected in news feeds or the Twitter retweets (RT).

Event Promotion

Pages, accounts, or event listings for events that are university-wide in nature should only be created by the Office of University Communications (UComm), or with the expressed written consent from the UComm office.

Examples include but are not limited to: Durango Days, New Student Convocation, Homecoming, Commencement, and signature University service days.

Events that have no connection to the University or its academic or strategic priorities should not be promoted on UNO-affiliated social media accounts. This includes events that are hosted on campus, but are not sponsored by a UNO entity.

Inappropriate Behavior

With thousands of students and hundreds of programs (academic, recreational and otherwise) on campus, it is assumed that many of these programs have a presence on some form of social media. As the manager, creator or moderator of a social media account, you are held to a certain set of standards and expectations as an official representative of the university.

It is advised that there is nothing posted, by the page's administrator, to an official University page that contains explicit or implied violence, sexual content, drug or alcohol references, threatening remarks and other inappropriate language, video or imagery.

Safety remains a concern for official university pages as well. Please refer to the personal site usage guidelines listed below in regards to personal safety through online media.

For offensive content published by others to a UNO-affiliated page, please refer to the "Troubling Posts/Posters" entry below.

As noted in the UNO Social Media Governance Policy, social media administrators may be contacted by University Communications and asked to remove content or clarify a posting if the set of standards and expectations outlined above (and in the governance policy) are not met, or if the posting negatively impacts the reputation or public perception of UNO.

Intellectual Property

Any material posted to a UNO website or officially affiliated social media account should follow the appropriate guidelines for the attribution and use of copyright-protected material. Express permission must be given by the creator of the content to be used on a site unless the material posted follows the government's "fair use" guidelines.

Photography and Photographs

Take precaution in posting photographs. It is suggested that, to prevent unlicensed reproductions, one of two guidelines be followed: Create a watermark (which can be added through Photoshop) and/or save your images at 72 dpi and approximately 800 x 600 resolution or less.

Access to UNO's PhotoShelter account may be requested by email.

Social Media Rule Postings

It is good practice to prominently post the rules and regulations for your social media site where all users can see it. Consider using this framework on the "About" section of your Facebook page or other online sites:

Once posted, (Your Page's Name) reserves the right to delete submissions that contain vulgar language, personal attacks of any kind or offensive comments that target or disparage any ethnic, racial or religious group.

Further, we reserve the right to delete comments that are spam, include links to inappropriate sites, clearly off topic, advocate illegal activity, promote particular services or products or political organizations or infringe on copyrights or trademarks.

Troubling Posts/Posters

As a public institution, it is not the role of the University to silence free speech, even online. However, as the administrator of your page you reserve the right to remove posts or ban users as you see fit.

As a general rule, posters should be allowed a PG-13 or TV-14 allowance in terms of language, violence and sexual content. If a post reflects something you deem inappropriate, delete the post and possibly post a reminder about posting such content.

If a poster continues to be belligerent or uncooperative, you have the right to ban that user permanently from the page (or block them on Twitter) and are encouraged to do so.

In the rare instance that a post made by a user is exceptionally offensive or threatening, it should be reported to University Communications who will contact UNO Campus Security or, if appropriate, the Omaha police; this includes any bigoted remarks (sexist, racist, homophobic, etc...), pornography, or direct threats of violence.

University Names/Logos

If your page is an official, university-affiliated entity, it should follow the guidelines set by UNO and the University of Nebraska system.

Any university-affiliated page should be identified as a part of the university with a “UNO” or “University of Nebraska at Omaha” in the name. Any use of the Logo, the Campus Icon, the Maverick, and the Lock-up should be pre-approved by University Communications by emailing socialmedia@unomaha.edu.

If you are an official member of MavMEDIA you can request a custom profile picture for use on social media platforms. This profile picture will be brand-appropriate and consistent with other UNO-affiliated accounts.

For additional information on marketing and branding, visit brand.unomaha.edu.

UNO Faculty and Staff Social Media Best Practices

The information below is for best practices only. An official policy on UNO faculty and staff usage of social media does not currently exist, and would originate from Human Resources.

Full Disclosure

If you represent UNO in an official capacity and choose to post about the university on your personal time, please indicate your relation to UNO when you make your comments. Never hide your identity for the purpose of promoting the university through social media.

Inappropriate Behavior

As an employee of UNO, your actions and conduct represent the university, even when what you post is not on a university-affiliated page. As a general rule, it is not advised to post anything on a website Facebook page, Twitter page, etc. unless you would be comfortable with that information appearing on the front of a major newspaper.

It is advised that there is nothing posted, by the page’s administrator, to an official University page that contains explicit violence, sexual content, drug or alcohol references, threatening remarks and other inappropriate language, video or imagery.

It is also expected that these types of items not be posted directly to a university-affiliated page that you maintain. If any postings (from the owner or an outside user) fall under these categories on the page you maintain, it is expected that they will be removed immediately. If a member of University Communications staff contacts you regarding the requested removal of a post, it is expected that the post will be removed immediately.

Safety

Safety is also a concern for all university members. For your own safety, please keep the following recommendations in mind as you participate in social media:

- Set your security settings so that only your friends can view your profile.
- You should not post your personal email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention stalking, identity theft, etc.
- Be aware of who you add as a friend to your site.
- Be aware of what links you click on – some may be viruses or malware that could infect your computer and the computers of your friends and co-workers.

University Names/Logos

Use of the UNO campus icon, University logo, or UNO Athletics logo for personal use is not permitted.

Platform specific best practices

Facebook

Managers of Facebook pages at UNO must be able to check on the page at least once a day and should have enough content to post at least once a week

- Do not create a personal profile for a university department, organization or office. Profiles are designed for individuals only and users may view inappropriate profiles as misleading. Creating a “personal account for anything other than an individual person” is a violation of Facebook’s [Terms of Service](#) and Facebook warns that violators are at risk of “permanently losing access to the account and all of its content.”
- Avoid posting the same status updates on both Facebook and Twitter. Some services like Hootsuite and TweetDeck allow you to post the exact same text and links to both channels at once. Since Twitter and Facebook are different mediums with different audiences, tone, frequency of posts, and strategy and goals, updates to each should be unique. Visually, these statuses often look incorrect since they may go over Twitter’s character limit or don’t show the link correctly on Facebook. If you occasionally want to

post the same information on both channels, craft each status so that it makes the most of the style and tools of each platform.

- Pay attention to your insights. Facebook insights offer a lot of information on the people who like your page and what they are interested in. Your job is to understand what the insights mean and use them to create posts that will engage your fans, encourage interaction with the page, and attract new likes.
- Be visually pleasing. Users visiting your page are drawn to visually appealing layouts and posts. Be sure to highlight photos and other visual posts, remember to delete pasted links in status updates, and edit status so they are not too lengthy.
- Let your fans speak. People may sometimes comment on a post or post something on your page's wall that is critical or negative. Correcting a mistake, apologizing and offering better in the future, or providing information about the event in question is often the best way to let the poster know you have heard them. Unless the post is profane, obscene, harassing or threatening, it is not a best practice to delete it. People may also post something very positive on your page – you can allow these posts on your main timeline to bring extra attention to them.

Twitter

Twitter encourages frequent updates, engagement and retweeting content. Account managers at UNO must be able to login to the account at least once per day and should be able to post often and respond with some immediacy.

- Listen and Respond. Don't only monitor those tweets that mention your handle directly, but set up a search so you can keep an ear on what is happening when people do not tag you in their tweet. When it's appropriate, respond or re-tweet.
- Avoid posting the same status updates on both Twitter and Facebook. Some services like Hootsuite and TweetDeck allow you to post the exact same text and links to both channels at once. Since Twitter and Facebook are different mediums with different audiences, tone, frequency of posts, strategy and goals, updates to each should be unique. Visually, these statuses often do not look correct since they go over Twitter's character limit or don't show the link correctly on Facebook. If you occasionally want to post the same information on both channels, craft each status so that it makes the most of the style and tools of each platform.
- Follow the main UNO handle and other official UNO accounts. It is good practice to follow other UNO handles and occasionally retweet relevant information.
- Follow back. Following back those who follow you is a great relationship builder. Fostering relationships and encouraging interaction is key, so following back relevant, appropriate followers builds goodwill with our audiences.

YouTube

YouTube is a video hosting/sharing platform that showcases a variety of user-generated content. Videos can be shared on other social sites or taken from the platforms and embedded directly on a user's blog or website.

- Don't use copyrighted material. If your video is set to music, you must use royalty-free music and sound effects. To use a copyrighted piece, you must contact the owner. Most often the owner or publisher will be listed on sheet music or a CD label.
- Use proper credits. If you are creating video content for the university, include a credits slide at the end of all videos with, at minimum, a message that says (c) [year] University of Nebraska at Omaha.
- Include "UNO" in your file names. Including the word "UNO" in the naming of your raw video file will help enhance your SEO (search engine optimization). An example, changing from "StudyAbroadProfile.mov" to "UNOStudyAbroadProfile.mov".

Instagram

Instagram is a free photo and video-sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites, most often Twitter and Facebook.

- Use hashtags. Like Twitter, Instagram uses tags. Tagging your photos means that more people may see them, since they may be searching that tag. But be careful: too many tags can be overkill.
- Tag locations. Tagging the location where you've taken the photo gives some context to the image. Especially on campus, people like to see where the photo was taken. Keep in mind that adding a location does add extra characters if you're sharing on Twitter.
- Interact with others. Interact with others by liking and commenting on photos that are relevant to you.

LinkedIn

Managers of LinkedIn groups at UNO should be able to check on the group every few days and should have content to provide to the members.

- Don't focus on "selling" your organization/entity. Rather, put the focus on the group and members. Provide content that is appealing to them.
- Consider using the polling function. Implement a poll to gauge the pulse of the group.
- Carry on the conversations. Facilitate group discussions by posting useful information and prompts for future discussions.
- Thank people for contributing. If a member becomes a frequent poster, acknowledge them and encourage them to keep it up.
- Make introductions between members. Simple introductions can add a personal touch to your group members' experience.

- Promote the group. Promote your group to your personal LinkedIn network or by posting the group URL on external websites and marketing materials.
- If you have questions, please contact the University Content Manager at socialmedia@unomaha.edu.

Guidelines for Employees' Personal Use of Social Media

Personal communications made via social media are not exempt from the laws and regulations that govern personal liability across general and traditional forms of communication. Such communications should not indicate that you are speaking on behalf of the University of Nebraska at Omaha (UNO). You are responsible for what you post on your own site and on the sites of others.

Employees may, on occasion, utilize social media and the web for personal matters in the workplace. Employees may engage in incidental personal use of social media in the workplace so long as such use does not consume significant time or resources, interfere with operations and productivity, or violate university or department policies. A disciplinary or other review may be initiated if an employee's online activity violates law or UNO policy, or if the employee's non-official or unauthorized online activity otherwise subjects the university to liability for such acts. Employees must recognize that UNO reserves the right to monitor use of its computer systems.

Clearly identify your personal communications

In some cases, individuals maintain several social media channels, with some for personal use and others for official UNO business. Individuals must use care to separate the two uses and may not use UNO outlets to distribute personal communications.

For transparency, employees who use personal social media channels to talk about work or UNO-related matters are asked to disclose their affiliation with UNO. Employees may consider adding a disclaimer to their social media accounts stating that their thoughts are their own. For instance, on Twitter, users can use the "Bio" field to note that the views and thoughts expressed are their own and do not reflect the views of UNO.

Protected activity

Nothing in this policy should be read to restrict your ability to engage in concerted, protected activity under the National Labor Relations Act with your fellow employees regarding your wages, hours and other terms and conditions of employment. UNO encourages employees to use established processes and direct complaints or concerns about their job or working environment to supervisors, local or university administrators and human resources officers. This policy is not intended to govern or restrict personal presence on the web or to abridge or otherwise restrict principles of academic freedom.