SHP Social Media Guidelines  
Updated June 2017

Before you post content to any social-media outlet affiliated with the University of Missouri, please take a moment to review our official guidelines.

If you’re an MU employee or a contractor hired by MU and you’re creating or contributing to any MU social media, these guidelines are for you.

We expect everyone who participates in social media on behalf of MU to understand and to follow these guidelines. They will evolve as new technologies and tools emerge, so please check them regularly.

SHP GUIDELINES:

1. Naming convention: The name of your page should begin with Mizzou SHP (eg. Mizzou SHP Bachelor of Public Health / @MizzouSHPBPH

2. When you create a social media page or account, a member of the SHP marketing and communications team MUST be an admin (Facebook) or have access/password/permissions (Twitter, Instagram, Pinterest, etc.) We monitor all SHP accounts 24-7, and in the event of an issue or posting policy violation, a member of our team will respond. DO NOT attempt to respond to negative posts/comments without talking to us. DO NOT remove posts/comments.

3. DO NOT post images of people for whom you do not have a photo release. DO NOT tag people, especially students, without their permission. DO NOT post about students – even good news about accomplishments – without their permission.

FROM MIZZOU:

With so many social-media tools at our fingertips, interacting with alumni, current students, prospective students and the general public is easier than ever before. When we connect with the public on behalf of the university, we must keep certain standards and goals in mind.

• Provide expertise and positive insight about the university to help create a bond and build a rapport with users.

• If leaving a comment, post something meaningful, encouraging, informative or respectful. Comments should always follow the established posting policy.

• Before posting, re-read your comment to make sure it can’t be misconstrued as negative or inappropriate. If you have any doubt, call or email us.

• Respond to questions or inquiries in a timely fashion. Since timestamps often are published with posts, other users will know just how quickly you respond to them with accurate and relevant information.
Disagreement should not be squelched. If you respond to a disagreement, do so in a professional and respectful manner. Respect proprietary information, content and confidentiality.

Be transparent. If you’re discussing an MU-related topic, use your real name and title. Keep in mind that what you say officially represents the university and should be absolutely accurate.

Respect student privacy. FERPA and HIPPA laws and NCAA guidelines restrict discussion of Mizzou students, prospective students and patients on websites and in social media. NCAA rules prohibit comments about possible recruits on any university-affiliated social media pages.

In online social networks, the lines between public and private, personal and professional, are blurred. Be sure that content is consistent with your professional role and with the university’s standards.

Make sure your efforts to be transparent don’t violate the university’s privacy, confidentiality or legal guidelines for external communications. All statements must be true, accurate and not misleading. Never comment on any legal matters, litigation or parties with whom the university is in litigation without appropriate approval. Do not comment on other institutions; instead, focus on MU.

Engage in conversation. Talk to your users like you would talk to people face to face in professional situations. Avoid composed, stilted and institutional language. Be friendly.

Be responsible. Participation in MU social media is an opportunity, not a right. Treat it as seriously and professionally as you would any other aspect of your job. If you make a mistake, admit it. People will notice if earlier posts change, so if you decide to make an edit, make it clear to all users.