Social Media Best Practices

Obtain Permission
Prior to creating any social network involving Florida Atlantic University, you must receive authorization from your supervisor. In order to be listed on the official university social network directory, fill out the form provided by Marketing and Creative Services. After approval, your page will be listed and recognized as an official social network page for Florida Atlantic University. Any information posted to a social network represents a voice for the university and/or particular department. Seek approval from your supervisor prior to posting.

Accuracy
Before posting any information, make sure that it is accurate and credible. If you are uncertain, do not post any content at all. If possible, provide links or photos that can supply context to the post. Remember, you are representing the university and providing erroneous information can harm credibility to the university and your department.

Post Valuable Information
Social media is a tool for widespread communication. Take advantage of the tool and present meaningful information to users. Post should be relevant to the nature of the page.

Monitor Comments
If users are allowed to post comments, they should be monitored frequently. Anything offensive, threatening, or considered spam, should be removed immediately.

Provide Feedback
Users are most likely going to use your social media page as a resource for information and answers to questions they have. Always respond to feedback instead of ignoring it. If you are unsure of an answer, direct the user to the appropriate place to where they can receive a proper response.

Be Respectful
As a representative of Florida Atlantic University, it is essential you engage in respectful and thoughtful discussion with users. Occasionally, users may post criticisms towards a post. Correct any false information constructively rather than initiating an argument. Personal opinions should be kept to yourself.

Update Frequently
Postings should be updated and monitored regularly. At least three postings a week should be the minimum. Develop a routine that will contribute to this. Pages that are left inactive contribute a poor image to the university and/or department. Remember not to overload the page with information. Users who are faced with information overload are more likely not to return.