



Guidelines for Social Media

Purpose

UW-Extension and UW Colleges have developed these social media guidelines to ensure that all communications that appear to speak for UW-Extension and UW Colleges on social media, such as blogs, Twitter, Facebook, Google+, LinkedIn, YouTube, Pinterest and similar sites, represent the best interests of the UW Colleges and UW-Extension.

These guidelines are based on the assumption that UW-Extension and UW Colleges faculty, staff and employees will exercise good judgment and professionalism in their social media use. The policy is intended to provide guidance in specific areas that may be unique to social media.

Scope

These guidelines apply to social media accounts that represent UW-Extension or UW Colleges administration, departments, programs, entities, etc. , or accounts where the author 's position with UW-Extension or UW Colleges is a prominent part of the account and may give viewers or readers the impression that the author speaks in his or her official capacity.

Administrators of sites and social media users who represent UW-Extension or UW Colleges in social media must adhere to all UWCX social media guidelines, UW System policies and other applicable procedures.

These guidelines are not intended to apply to private individual accounts in which the author's association with UW-Extension or UW Colleges is incidental, or in which the author makes it clear that he or she does not represent UW-Extension or UW Colleges.

Account administrators

To ensure that sites remain accessible and do not get lost or taken over by non-official administrators, social media accounts should have shared usernames and passwords. Accounts that are associated with one individual, such as Twitter, should be registered to an email account owned by the institution and associated with a password that is shared by multiple individuals. Accounts such as Facebook that accept multiple administrators should have at least two assigned administrators at all times.

Should an administrator leave or change job responsibilities, the supervisor should designate another employee to be an administrator. If adequate resources are not available, an employee of University Relations for UW Colleges/UW-Extension (UWCX) may serve in that capacity. If there are any problems identifying a new administrator, contact UWCX University Relations.

UW-Extension and UW Colleges employees identified as administrators of official accounts are responsible for managing and monitoring content of their accounts, including comments. Administrators are responsible for removing content that violates these guidelines or other University policies.

Graphic standards

All users must adhere to approved branding standards. Logos and standards are available here: <http://www.uwex.uwc.edu/logo/about.cfm>, here: <http://www.uwex.edu/logo/>, and here: http://www.uwc.edu/resources/graphic_standards/.

You must use logos exactly as given. Do not add anything to them, change the wording, combine them with other words or graphic images or change their appearance in any other way.

Many other logos are associated with UW-Extension and UW Colleges, such as 4-H, Wisconsin Public Television, Wisconsin Public Radio, the Wisconsin Entrepreneurs' Network, UW System and the logos of individual campuses and their sports teams. Please see their respective graphic standards for proper usage.

Content

- You may not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or is otherwise illegal or injurious to the reputation or interests of the University of Wisconsin System, UW-Extension, or UW Colleges.
- Respect privacy laws. Do not include confidential information about the University, its staff, or its students. See <http://www.uwc.edu/students/ferpa/> for guidelines about disclosing any information about a student.
- Representing your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited.
- You may not use the University of Wisconsin name or assets to promote any opinion, product, cause, or political candidate. When in doubt, include the statement: "this is my personal opinion and not necessarily that of the University".
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you indemnify and hold the University harmless for any claims resulting from the content.
- While the UW-Extension and UW Colleges administration does not regularly review content posted to social media sites, the administration shall have the right to remove any content from any official site for any violation, including but not limited to, content that deemed threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

Subsequent use of content

By submitting content to any social media site, you acknowledge that the information is available to the public. The University may use this information for internal and external promotional purposes.

All social media accounts that represent UW-Extension or UW Colleges administration, departments, programs, entities, etc. must clearly identify themselves as official sites and include the notation: © 2012 Board of Regents of the University of Wisconsin System.

Approved by UWS Legal 02/13/12

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