

UNM Staff Council Social Media Guidelines

The following guidelines and corresponding best practices—largely repurposed from suggestions found on the University’s “Social Media @ UNM” website pages at <http://social.unm.edu/>—will help Staff Councilors use social media in a professional capacity. Information posted via social media is considered public information, and other employers, organizations, and individuals actively monitor and share information widely. Please keep posts professional while remembering that, as an elected UNM Staff Council representative, you have an obligation to accurately share information of interest to all constituents.

Social Media Etiquette

When you are sharing information in an official UNM Staff Council capacity via social media, whether or not those postings actually appear specifically on official Staff Council-affiliated social media accounts, your content also reflects on the University as a whole. As such:

- Try to avoid controversial issues, unless there is a reputable news source with a non-editorial story relevant to staff, or inflammatory statements.
- Be positive in your interactions with your constituents.
- Use care and good judgement when creating your content. Do not share personal contact information (phone numbers, mailing or home addresses, personal email addresses, etc.) or other private personal information. Once posted, your content might be sent anywhere.
- Keep it simple and stay on topic.
- Don't only send out UNM Staff Council content. Find relevant information from other sources that your audience will find interesting.
- Respect your peers. Refrain from publishing content that contains slurs, insults, attacks, and/or profanity. Do not engage in any conduct on a social media site that would not be acceptable in The University of New Mexico workplace.

Always Be Engaging and Authentic

- You want to give your audience a chance to connect with Staff Council.
- Always be looking for chances to have conversations with constituents.
- Your accounts need to have some personality behind them, but not too much personality.
- Focus on what your users want. You should be a reliable source of Staff Council information and other relevant information for constituents.
- While you want to provide information to your audience, remember that you don't want to simply “broadcast” information that doesn't encourage interaction with constituents, though there may be instances where encouraging interaction is not appropriate.
- Avoid any advertising, solicitation, or endorsements of third-party products or services.

Manage Your Online Identity

- Be aware of your association with The University of New Mexico in online social networks. Ensure your profile and content is consistent with how you wish to present yourself to Staff Council constituents.

Use a Disclaimer to Maintain Transparency

- If you publish content to any website related to the work you do or subjects associated with the University, make it clear you are speaking for yourself (for example, "The comment is my own opinion and may not represent UNM Staff Council's position or The University of New Mexico's position"). If content is not work-related, there is no need to mention your University relationship.

Understand Established University Policies

- Know and follow all applicable University policies regarding communications, including, but not limited to, the [Freedom of Expression and Dissent \(Policy 2220\)](#), [Respectful Campus \(Policy 2240\)](#), [UNM's Web Standards](#), the [Office of Government Relations Policy & Procedures](#), and the [Acceptable Computer Use \(Policy 2500\)](#). Personal use of social media during work hours should adhere to the [Incidental Personal Use in section 4](#).

Be Aware of Liability

- You are personally responsible for what you share on social media. Be sure that what you post today will not come back to haunt you.
- Respect copyright and fair use laws as well as any other regulations pertaining to your work.
- If you are unsure about a work-related posting, seek approval from the Staff Council administrator.