FURMAN UNIVERSITY

Social Media Guidelines

With social media, we can share the Furman experience with audiences around the world instantaneously. We can highlight in creative ways how students, faculty, staff, alumni and others receive and deliver The Furman Advantage.

The interactions that happen through social media should reflect the Furman brand and the university's mission, character and values. University departments and organizations should post regular social content that supports, advances and celebrates their goals and activities. It is better to manage fewer social accounts with regular (at least one to two times a week) updates than to create multiple accounts with infrequent updates and little interaction.

Before posting on Furman social media channels, consider these questions …

- Am I posting as a positive representative of the university, understanding that my individual department/organization is perceived as the university itself?
- Is the post on topic with my department/organization? Is it keeping the ultimate goal in mind?
- Is it reflecting the mission, character and values of the university?
- Is it unbiased and understanding of all racial, religious, socioeconomic, geographic, and political backgrounds?
- Is it a respectable representation of Furman University and its brand?

Do's

- Incorporate Furman in the title of your department/organization social media account as an easy way for users to search for and identify your page.
- Make your profile avatars unique to your department but on brand with Furman University. (Example: Furman logo with your department name printed underneath)
    - Graphic specs:
    - Avatar (1080x1080px)
    - Facebook cover photo/video (1640x624px)
    - Twitter cover photo (1500x500px)
- Use visuals in your posts as users are statistically more likely to "like" and engage with photo/video rather than text-heavy posts.

- Reference Furman University main channels, as well as some suggested departments on campus, for inspiration, such as: Furman Art Instagram (high quality visuals), Furman ROTC Facebook (consistent updates), Furman Politics and International Affairs Twitter (include visuals in their posts and link to important users in their tweets).

Don'ts

- Don't get off topic. All social posts for your department/organization should keep your main goals and mission in mind. (Example: Housing and Residence Life may post content such as move-in tips, what to do before you move out, best dorm room contests, etc., rather than photos of students on spring break, pizza in the DH, or pages of class notes)
- Don't include personal political comments and posts that do not represent an unbiased opinion of the university. Furman welcomes all, including those with varying beliefs and backgrounds.
- Don't post just to post. Make sure your content adds value to your department/organization.
- Don't post inappropriate content, such as drug use, nudity, profanity, etc.

How to Manage Negative Interactions/Comments

Do not intervene or delete negative comments unless they...
1. Directly name or reference a student at the university
2. Use racial slurs or extreme profanity
3. Target specific races, economic statuses, or religions in a negative manner
4. Incorrectly state facts about the university, in which case you should correct the misinformation
5. Have potential for causing mental or physical harm

If you are unsure whether to delete comments or respond to users, please contact University Communications.

Furman University Communications is available as a resource for all departments and organizations on campus. If you have any questions, please contact Social Media Manager **Sara Ellis Pearce at saraellis.pearce@furman.edu.**