

Chapter/Network Social Media Policy and Guidelines

The Texas Exes would like to encourage our chapters and networks to engage with the online community through social media. The following policy statements and guidelines are meant to assist you in your social media efforts, while protecting the interests and reputation of the Texas Exes. By posting on these sites as a chapter or network of the Texas Exes, you represent the Texas Exes and volunteers are expected to adhere to these guidelines and policies when using the Texas Exes name or brand.

Section 1: Policies for all Social Media Sites

- **Inform us of your accounts:** when creating a new account for your chapter/network on any of the social media sites, email Texas Exes Director of Chapters, Erin Naman at naman@alumni.utexas.edu letting her know the url of your group, page, channel or other account. The Texas Exes will link to these sites from our website and this will allow us to publicize your presence on these sites.
- **Naming and logo use:** all chapter/network social media sites should include Texas Exes and your specific chapter or network name in the site. To be consistent with our brand, you need to use your official chapter logo on the site. If you need a copy of your chapter/network logo, please contact Erin Naman or Courtney Ratliff. When setting up a Twitter background, you may contact us for the Texas Exes chapter Twitter background we have created for chapters who would like to use it.
- **Transferring administrative status:** we know that chapter leaders change positions and sometimes rotate off the board each summer. The current president should have administrative capabilities on your social media sites and other board members should be given administrative capabilities as the chapter/network board sees fit. The current president should add incoming presidents to administrator status, and/or give them account login information before they take office. The board can determine if the past president will remain an administrator, but it is recommended that you remove the past presidents' administrator status after one year if they no longer have an active role in the chapter.
- **Respect copyright and fair use:** when posting, be mindful of the copyright and intellectual property rights of others. Do not use the Texas Exes logo or name to promote a product, cause, political candidate or any other endorsement.
- **Terms of service:** social media sites have their own terms of service. Make sure you obey these terms of service or your account with the site may be suspended.

Section 2: Guidelines for Social Media Use

- **Respect and Ethics:** we encourage different viewpoints and opinions, and as a participant in social media, you should, too. Be respectful of others' viewpoints. If you disagree and would like to engage in a conversation, do so cordially, logically and ethically.
- **Accuracy and Honesty:** double check facts and details before you post – remember, once you post, it is out there. If there is a Web site you used to gather facts, provide the

link for your readers to show accountability. Also, always write in the first person. If you make a mistake, admit it. Your followers will be more willing to forgive and forget if you are up front and quick with your correction. Maintain a high level of quality that exhibits superior grammar, punctuation and spelling.

- **Transparency and Disclosure:** when communicating using social media or blogs on behalf of the Texas Exes, make sure you identify yourself as a volunteer of the Texas Exes. It should be clear when posting opinions of any sort that the views expressed are not necessarily those of the Texas Exes.

Section 3: Best Practices for Social Media

- **Value and Interest:** When posting to your blog, Twitter or Facebook, ask yourself if your content adds value and interest to the discussion. Make sure your comment, post or tweet is a valued piece of information. There are millions of people, companies and universities on the Web. If you want to stand above the clutter, make sure you provide content that is exciting, engaging and stimulating.
- **Personality:** In the social media realm, you are encouraged to use your own voice and bring your personality to the forefront. The Web is a venue that is relaxed, open and diverse—embrace it. A voice that is over-institutionalized and rehearsed can repel your audience. Make sure your site is not a place for self-promotion. Some social media sites, such as Twitter, close down such sites.
- **Planning:** Putting in place a social media calendar of sorts for the year can help to organize you on how to cross promote your material and the times of year when you know you will have big events and may want to do extra posts. Also think about who on your board would be the best person to handle your social media needs and whether that is one person or multiple people. Make sure you are consistently contributing content. You don't want to let your followers down by only posting a couple times a year.
- **Join the conversation:** listening and responding to your constituents through social media sites is just as important as posting information. Make sure you are responding to posts and questions from your followers and fans. Being a part of the conversation already happening about your chapter shows you care and creates community. Also realize that it isn't just about what you are saying, it is also about the connections your fans and followers are making to other chapter members through the site.
- **Be brief and link when possible:** Ideally, posts should be very brief, redirecting visitors to content that resides on another site. Whenever possible, link back to your chapter Website or the Texas Exes Website.