Social Media

The Texas A&M University System provides social media guidelines that apply to all employees creating or contributing to blogs, wikis, social networks, virtual worlds, or any other externally facing (public internet) social media community as part of their work. The guidelines do not cover faculty use of social media for instructional purposes.

The System guidelines contain basic principles for responsible, professional, and ethical use of social media, as well as the following engagement guidelines:

- Plan to ensure strategic and sustainable engagement
- Be clear and professional
- Actively maintain social media programs and constituent engagement
- Act judiciously to protect privacy, confidentiality, and reputation
- Be transparent, and avoid inadvertent misrepresentation
- Follow your institution’s editorial and brand style
- Respect copyright law
- Abide by all applicable System and institutional policies, and respect university time and property.

See the Social Media Employee Use and Engagement Guidelines for a summary of the basic principles and details about each engagement guideline.

A&M-Commerce Marketing Communications provides three simple guidelines for establishing and maintaining social media channels that represent university academic departments, university services or offices, or student organizations: (a) the name of your page has the proper reference to the university, (b) your thumbnail (avatar) and cover photo are both relevant and appropriate, and (c) content is consistent. See the Pride Online social media website for a detailed description of each guideline and instructions for submitting social media channel links for review, approval, and inclusion in the university’s Social Den list.

The A&M System guidelines include this note to employees using their own personal social media sites:

*Make it clear that the views expressed are yours. Recognize that effective social engagement depends upon transparency. Your honesty—or dishonesty—will be quickly noticed in the social media environment, and your credibility—and that of the A&M System or University—will be at stake. If you have a vested interest in something you are discussing, be the first to point it out. Write in the first person, and if you maintain a personal blog or website and write opinion pieces about the A&M System or its entities, use a disclaimer, such as “The postings on this site are my own and don’t necessarily represent the positions, strategies, or opinions of the Texas A&M University System or its entities.”*