

Social Media Best Practices for Non-UNMC Hosted Accounts:

- **Avoid defamatory, offensive or derogatory content:** Such content could be considered a violation of UNMC's anti-harassment policy if it is directed towards colleagues, students, partners or those we serve.
- **Nothing is private:** Remember what you post will remain discoverable. Private comments will be copied and shared. The internet never forgets.
- **Be mindful of context:** Evaluate your intentions. Before posting anything on social media, ask yourself three questions: Is it true? Is it kind? Is it necessary?
- **Use Disclaimers:** Ensure others know that your personal account and statements do not represent UNMC. What you write is your responsibility. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- If you choose to *identify yourself* as a UNMC employee or discuss topics related to any UNMC college, department or unit through any social media channels, **make it clear that you do not speak on behalf of the organization.**
- **Ask for advice:** Unsure if a post is appropriate? Ask the Department of Strategic Communications.