

# Social Media Best Practices for UNMC Hosted Accounts:

- If you are considering creating a new UNMC social media page, you must first [schedule a social media consultation](#) before creating an account.
- UNMC faculty members are encouraged to take part in the social conversation and to become thought leaders in their areas of expertise.
- Be responsible and informed: Follow UNMC's [social media policy](#), whether you are posting as an individual or on your department/college account.
- All accounts representing **UNMC must follow the guidelines** listed on [brandwise.unmc.edu](http://brandwise.unmc.edu).
- Be respectful. Encourage feedback and two-way communication.
- Respect others' privacy: Do not reveal other people's private information. Avoid tagging photos with individuals' names without approval.
- Cite your sources, and separate opinions from facts.
- Be a part of conversations and trends that makes sense to participate in.
- Recycle good content.
- Aim for quality. (Images, videos, grammar)
- Be mindful of context: Don't risk people taking incomplete thoughts out of context. If you can't express your full thought in a tweet, use the tweet to drive traffic to a blog post where you can elaborate with as much detail as needed.
- Follow copyright laws: For additional information, refer to [UNMC policy on reproducing copyrighted material](#) and the U.S. copyright office.
- Let the experts respond: If you come across complaints about UNMC or our primary clinical partner, Nebraska Medicine, or notice instances that might be considered a crisis situation through social media, please bring it to the attention of [Bill O'Neill](#), UNMC executive director of Strategic Communications. He will work with his team to assess the situation and, when necessary, arrange for a response. **Please do not respond on UNMC's behalf.**
- Ask for advice: Unsure if a post is appropriate? Ask the **Department of Strategic Communications** for assistance. UNMC does not endorse or take responsibility for content posted by third parties, and the Department of Public Relations does not review content prior to posting unless asked to provide feedback. The office does, however, reserve the right to remove or edit content that diminishes the reputation of or communicates inaccurate information about the institution.
- **Keep it up:** Once you establish a social media presence, you need to invest time in publishing useful content and responding to user comments. A neglected social media presence is worse than having no presence at all.