



UNMC-hosted social media accounts

Steps to creating a new account

- If you are interested in creating a new UNMC social media page, you must first [schedule a social media consultation](#) with UNMC Strategic Communications.
- Approval and activation of any new account is dependent on the individual who is assigned to manage the account carrying out the following steps:
 1. Completing a consultation session with Strategic Communications
 2. Notifying the appropriate dean/director so they are aware the account is being created
 3. Defining the overall goals for the account
 4. Reviewing, understanding and agreeing to follow UNMC's social media policy and guidelines
 5. Signing a formal proposal.

Expectations for UNMC-hosted accounts

- **Remember that you are representing UNMC.** All posts, comments and actions on social platforms have the ability to affect the reputation of the university as well as individuals affiliated with UNMC.
- All UNMC-hosted accounts [must follow the guidelines](#) on brandwise.unmc.edu.
- **Follow copyright laws:** For additional information, refer to [UNMC policy on reproducing copyrighted material](#) and the U.S. copyright office.
- **Be aware** of the type of content you publish. What you consider to be funny or light-hearted may not be perceived in the same way by your audience. If you are unsure whether something is appropriate to post, **contact Aurelie Villard**; she will evaluate or help you come up with a different idea.
- **Be respectful:** Encourage feedback and two-way communication.
- **Be responsible and informed.** Follow UNMC's **social media policy**, whether you are posting as an individual or on your department/college account.

- **Respect others' privacy.** Do not reveal other people's private information. Avoid tagging photos with individuals' names without approval.
- **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.
- **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 through social media, please bring it to the attention of **Bill O'Neill**, executive director of Strategic Communications at UNMC. He will work with his team to assess the situation and, when necessary, arrange for a response. **Do not respond on UNMC's behalf.**
- **Notify Strategic Communications asap when there is a change in who is managing the social account.** (Notification will enable us to meet with new managers, discuss guidelines/expectations and monitor accounts more closely for a period of time.)
- **Do not express political opinions or engage in political activities.** Your political opinions can only be expressed in your individual capacity on your own social media accounts and, even then, avoid the appearance that you are speaking or acting for the university in political matters.
- Per NU Board of Regents policy 3.3.9, do not endorse commercial partners, products or services. The policy reads, in part: "It is the policy of the University to not be perceived as endorsing commercial goods, services or businesses in connection with personal endorsement activities of University employees."
- **Photography/Videography.** Always obtain written permission prior to photographing, videotaping, interviewing or recording any student or patient at any UNMC or Nebraska Medicine facility. Each Media Authorization Form contains instructions for obtaining consent from a student or patient and/or parents (if the patient is younger than 19). You access the form [here](#).
- **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 Strategic Communications 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.

Tips and best practices

- **Use good judgment and aim for quality.** (images, videos, grammar): Every post reflects on UNMC and the account's department/division/program; be professional and respectful.
- **Use our universal hashtag [#IamUNMC](#)**
- **Create great content.** Content ideas can include faculty spotlights, fun facts, and interesting ways to promote your department or college. Feel free to experiment with video. **Need content help?** Reach out to Aurelie Villard.
- **Stay relevant (on all social platform.)** Stay relevant on topics in your academic/clinical/professional area to help build conversations on different social platforms.
- **Keep it up.** Once you establish a social media presence, invest time in publishing useful content and responding to user comments. A neglected social media presence is worse than having no presence at all.
- Be a part of conversations and trends that make sense to participate in and/or address.
- Recycle good content
- Cite your sources and separate opinions from facts.

Getting help

If you need assistance on a matter related to social media at UNMC, please contact [Aurelie Villard](#) or a member from [Strategic Communications](#).