University of New England Facebook Guidelines and Policies

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Guidelines and Suggestions

- If you do choose to use social media, don't start it without having a solid communication plan about how/why you will use it and how it will be maintained, how it will coordinate with other communication tools/vehicles, etc.
- Do not abandon or neglect your unit's public website at www.une.edu in favor of any social media.
- Determine whether your audience is using Facebook and try to assess whether this would be an effective way to communicate with them.
- If you do choose to create a Facebook site, ensure that it has adequate resources for maintenance, review, updates (again, not at the expense of your official website).
- If you do choose to use Facebook, explore the differences between creating a PAGE or a GROUP.
- In general, social media tools are in their infancy. Take great caution when investing time and resources. Emerging web technologies have short lifespans and are often quickly replaced by the next best thing. Take full advantage of what makes the technology unique; do not just participate to appear trendy or cool. Make calculated and informed decisions as you would with your official website.

Policies

The following policies are required if the Facebook page or group is being created as an extension of an official department or unit of the University of New England.

- Notify the Communications Office if you intend to create a Facebook page for your department or unit.
- There must be two page or group administrators, one of them a faculty or staff member, with access to the group or page (this eliminates the possibility of orphan pages if someone leaves without transferring administration rights).
- In naming your page, include the "University of New England" as the first phrase of your title, such as: "University of New England Libraries" or "University of New England Outdoor Recreation"
- Use a photograph of some aspect of the university that is relevant to your department or the purpose of the page for the page logo. Do not create any department or unit logos for use on the page.
- Make sure you create a link from your Facebook page to the UNE website www.une.edu (either to your department page or the UNE homepage).
- Make sure that you also include a link on your unit's Facebook page to UNE's institutional Facebook page at http://www.facebook.com/universityofnewengland
- The UNE Communications Office will create a link on the institutional Facebook page to your Facebook page.

- Remember that Facebook and other social networking sites are a reflection of the University. You have the responsibility for monitoring the content and postings to maintain and enhance the reputation of UNE and our programs.