



## ETSU Health Social Media Guidelines

*(updated 10/19)*

ETSU Health Departmental Facebook pages and Twitter accounts are a great way to reach followers who are interested in particular programs. Patient-facing ETSU Health entities can submit Facebook and Twitter content to [etsuhealthprojects@etsu.edu](mailto:etsuhealthprojects@etsu.edu) to be posted on the main ETSU Health accounts.

These guidelines are maintained by ETSU University relations. For questions and more information, please email [etsuhealthprojects@etsu.edu](mailto:etsuhealthprojects@etsu.edu).

- Please update accounts regularly. Post something at least two times per week, even if the post is not original content (share or retweet).
- Please use profile photos with an updated logo or other photo that represents the unit appropriately. Remove profile and cover photos that include any outdated or unused logos.
- Respond to posts and tweets from followers. Check the communication daily and respond in a timely manner, even if the first piece of communication is simply “We will find out the answer to your question and respond soon.”
- Delete all unused clinical social media profiles.
- Respond in a timely manner (within 24 hours on week days, and the next business day if the message is received on a weekend or holiday).
- **ALL** ETSU Health affiliated social media accounts **MUST** have at least two administrators. This is to safeguard the page in the case where an admin changes jobs, goes on vacation, or is otherwise unable to post content or respond to message.
- Give appropriate credit to assets shared on social media and follow copyright law. Obtain permission before posting something that is not your own original content or original content from a campus organization or a professional organization. If you are unsure whether you are allowed to share something, contact University Relations.
- Make sure that University Relations knows your departmental or clinical social media handle so the ETSU Health account can interact with your page.

## **Posting Guidelines**

- Please consider that posts are reflective on the ETSU Health brand as a whole and keep the tone engaging and conversational but always professional and polite. Keep personal opinions on your personal social media and maintain an inclusive, welcoming clinic page.
- Make sure you post in a way that promoted community, such as using “we” rather than “I.” For example “We invite you to join us for (name of event).”
- Accuracy: All posts should be accurate and honest. Do not mislead or misinform audiences with unclear or inaccurate posts to social media.
- Do not post confidential or private information on social media. Follow FERPA and HIPAA policies. Discuss with the clinic administrator any questions that arise about what should be kept private and confidential. If there is still a questions, please call University Relations.
- Social media accounts are a great way to keep the community informed about events and aware of new providers within your department or clinic. However, effective use of social media goes beyond providing information. Use your account to enhance the ETSU Health experience patients. Often times, social media is the first thing the public sees. Your account is a reflection on ETSU Health as a whole.
- Please be respectful and thoughtful in responses, even if your page receives criticisms.

## **Photos Guidelines**

- You may post photos and that are taken by ETSU photographers or videographers.

## **Report Online Bullying and Abuse**

- Do not engage in negative commentary, insults, or attacks. Please contact University Relations, and we can help you decide how best to handle the situation.
- Please contact Public Safety IMMEDIATELY if you receive any threats, dangerous, or otherwise troubling comments or posts on social media.

## **ETSU Health Accounts**

ETSU Health has a presence on several social media platforms, and they are utilized in a strategic, specific way. Please follow these guidelines for your clinical social media accounts as well.

### **Facebook**

Facebook is where many ETSU Health patients may have accounts. There, we can share ETSU Health news, photography, general health and wellness information, and any educational and important announcements.

### **Twitter**

Twitter is a faster-paced platform where we share quick news bites. It's a high-energy platform and requires more consistent monitoring.

## **Training and Consultation**

If you or any member of your team need help with creating content, implementing a social media calendar, or using scheduling software, such as Hootsuite, please contact University Relations. We will be happy to help and provide training free of charge.

## **Advertising**

If you are interested in advertising on social media, contact University Relations at [etsuhealthprojects@etsu.edu](mailto:etsuhealthprojects@etsu.edu)