

## Social Media Recommendations for Faculty and Staff

This set of recommendations has been compiled for University of Miami faculty and staff who are using social media to establish themselves as thought leaders and influencers in their industries and areas of expertise.

- **Be responsible and use your best judgment.** You are personally responsible for the content you publish online. You need to be aware that your private or public posts remain online for an indefinite period, even if you attempt to modify or delete them.
- **Claim your own voice.** You should use a disclaimer in your profile to indicate that the views and thoughts expressed on your social channels are your own and not those of the University (i.e. including a statement such as “Posts are my own” in your bio is recommended).
- **Maintain confidentiality.** Ensure you do not disclose confidential or proprietary information on any social media platform. Confidential and proprietary information may include details regarding the development of systems, processes, research, and services. Additionally, internal reports, policies, procedures, or other internal and confidential communications should not be posted.
- **Add value.** As a thought leader, you should identify important topics for your audience and consistently use your social channels to share your expert opinions and analysis on them. Focus on relevant conversations and provide valuable insights on your topics of expertise.
- **Be mindful of copyrights.** Request permission for images. Images found on the web and social media are not free to use and doing so may be copyright infringement. Ask the image creator for permission to use the image. Familiarize yourself with [copyright regulations](#) around music.
- **Do not engage in negativity.** If the University is the victim of negative social media posts, do not respond or engage. Inform the University’s [social media team](#) so they can manage the situation in a way that is consistent with the University’s social media strategy.
- **Media interactions via personal social media accounts.** Engage with reporters/media outlets when your research or expert opinion is reported on or quoted by others. Share articles or videos of your interviews for your followers to engage with. If you follow and engage with reporters who cover your area of expertise, remember that retweets can often be interpreted as endorsing or agreeing with the coverage.