



## Guidelines for Social Media

With the following additions and exceptions, Rutgers University Libraries' social media guidelines endorse and promote the information found on the Guidelines for Rutgers Social Media Accounts section of University Communications and Marketing: [ucm.rutgers.edu/web-ecomunications/guidelines-rutgers-social-media-accounts](http://ucm.rutgers.edu/web-ecomunications/guidelines-rutgers-social-media-accounts).

- 1.) Prior to starting new organizational social media accounts, employees of the Libraries must submit a New Social Media Account Request Form. All new accounts must be approved by your AUL/Director.
- 2.) UCM guidelines suggest one social media account owner and two back-ups. To ensure account continuity through personnel changes, the Libraries require two back-ups (any Libraries faculty or staff with the exception of student workers) and add that the account must be set up with a shared email address. The password must be shared with back-ups, AUL/Director, and with the Director of Communications.
- 3.) Each social media account must establish and meet benchmarks for activity. Social media accounts should be reviewed on an annual schedule to establish whether they are meeting the self-determined activity threshold, which is typically formed after discussion with the AUL/Director and indicated on the New Social Media Account Request Form.
- 4.) Defunct or unsupported organizational accounts must be closed or hidden from the public.
- 5.) Changes to social media account ownership or naming must be communicated to your AUL/Director and the Director of Communications so the social media inventory can be updated.
- 6.) Each social media account manager is responsible for developing an assessment and report of social media activity. This assessment should be conducted, at a minimum, on an annual basis and shared with social media account manager's AUL/Director and the Director of Communications.
- 7.) Where possible, social media accounts must post a Statement of Use. Suggested text is in Rutgers University Libraries Social Media Manual.
- 8.) It is strongly recommended that employees who use personal social media accounts to talk about their work disclose their affiliation with Rutgers and note in their bio or profile information that their views do not necessarily reflect the official position of the Libraries or the university. [For more on this, please review this Rutgers University policy: [policies.rutgers.edu/8016-currentpdf](http://policies.rutgers.edu/8016-currentpdf) and "Do you need an organization or personal account?" section in Rutgers University Libraries Social Media Manual]