## Social Media Guidelines

Social media, such as Facebook, Twitter or Instagram, is a great way to let people know what’s going on at The University of Manchester.

If you are posting on social media on behalf of the University, you mention the University on social media, or you are using social media to interact with other public contributors there are a few things you should think about.

Remember that once it is out there, it is almost impossible to remove.

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| **Professionalism**  If you mention The University of Manchester make sure the post does not reflect badly on you or the University. This applies even if it’s on your personal account.    You are responsible for what you put on social media. Don’t post anything you might want to delete later.  Keep in mind that if you are posting with a university username other users will view what you post as coming from the university. Be careful and be respectful as what you say directly reflects on the University.  **Privacy and Confidentiality**  Do not share anyone’s personal information online.  This includes their address, phone number, religion or medical information.  It is always best to check with other public contributors individually whether they are okay for you to post about them. They might not want everyone knowing about their diagnosis or personal life. | **Respect**  Never post anything that could make someone feel bullied or harassed.  We are all free to have discussions and to disagree with each other, but you must make sure you stay respectful of others’ opinions.  You are more likely to make a change or have your opinion listened to if you stay respectful of others.  **Accuracy**  Make sure that you have all the facts before you post. It is better to make sure all your information is correct first rather than having to make corrections later.  If possible add a link to where you found the information originally.  **Give credit where credit is due**  If you are posting a photo or information that someone else created please check if they are okay with it being shared. It is also best to include where you got the information from on your post with a link if you got it from a particular website. |
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| It is always best to assume that research findings or information about a study should not be shared unless you have been told that it is okay. | |

Useful links:

What is social media?

<https://www.youtube.com/watch?v=V-SNtLQy8EY>

Social media guide

<https://www.youtube.com/watch?v=9NlWfPdWlN4>

[YouTube: how to set up Twitter guide](https://www.youtube.com/watch?v=lp_2-Usa5hQ)

## Useful University Contacts

Faculty Digital Marketing Coordinator: [alexander.boulding@manchester.ac.uk](mailto:alexander.boulding@manchester.ac.uk)

Faculty Social Responsibility Project Officer: [samantha.franklin@manchester.ac.uk](mailto:samantha.franklin@manchester.ac.uk)

**Website:**

[www.bmh.manchester.ac.uk/connect/social-responsibility/](http://www.bmh.manchester.ac.uk/connect/social-responsibility/)

**Facebook:**

<https://www.facebook.com/bmhuom/>

**SR newsletter**

Email [socialresponsibility@manchester.ac.uk](mailto:socialresponsibility@manchester.ac.uk) to sign up.

**Twitter:**

[@SocialResponUoM](https://twitter.com/SocialResponUoM)

**Website:**

<http://www.socialresponsibility.manchester.ac.uk/>

**Facebook:**

<https://www.facebook.com/SocialResponsibilityUoM/>

**engagement@**

**Manchester**

Website: <http://www.engagement.manchester.ac.uk>

Twitter: [@UoMEngage](https://twitter.com/UoMEngage)

**Central University SR team**

**Twitter:**

[@FBMH\_SR](https://twitter.com/FBMH_SR)

**FBMH SR magazine**

(sent quarterly)

Email: [SRBMH@manchester.ac.uk](mailto:SRBMH@manchester.ac.uk) to sign up

**Public engagement digest**

(sent fortnightly)

Email [SRBMH@manchester.ac.uk](mailto:SRBMH@manchester.ac.uk) to sign up

**FBMH**

**Social**

**Responsibility (SR)**

**Website**: [www.bmh.manchester.ac.uk](http://www.bmh.manchester.ac.uk)

**Twitter**:

[@FBMH\_UoM](https://twitter.com/FBMH_UoM)

**Public**

**Contributor**

**FBMH Central Communications**