Grand Valley State University Social Media Guidelines

As an institution, Grand Valley recognizes the value of social media applications and supports their use. Because social media blurs the line between personal voice and institutional voice, Grand Valley has crafted guidelines to help clarify how best to enhance and protect personal and professional reputations when participating in social media. Grand Valley maintains official pages on various social media platforms. You can find links to those pages at www.gvsu.edu/socialmedia. These pages are maintained for the purpose of reaching people and engaging them with the university and its services.

Following are some guidelines for using social media as a GVSU Alumni Association Club/Chapter Leader.

General recommendations

Be Respectful
- Be a leader, exercise good judgment, take the high ground
- Converse like a real person and remember the people who are reading your posts are real people
- Audiences who may be reading your posts could include current and prospective students, faculty members, staff members, donors, alumni, legislators, parents, school counselors, the media, or future employers

Be Transparent
- Admit mistakes and fix them
- Add Value
- Share your knowledge

Be accurate
- Stay on topic
- Don’t spam
- Reconsider Before You Post
- Posts can never be eradicated because of archival systems, forwards, retweets, etc., so think before you post, especially when discussing something potentially sensitive
- Maintain confidentiality

Be Responsive to Feedback
- Continue the conversation flow
- Build community

Link to Grand Valley Webpages
- To provide further information that will remain up-to-date, link to Grand Valley webpages. This also increases the search engine optimization of those pages. Follow Information Technology policies and procedures.
- Respect copyrights and fair use
- Make sure you attribute when you borrow content
- Note that Grand Valley logos and names are trademarked so use appropriately

Posting Photographs or Videos

Follow the guidelines below when posting photographs or videos on your social media sites.
- Photos of children should not be posted without written consent from the parents or guardians.
- Photos on social networking sites must be appropriate. As a guideline, they should be photos that could be posted on the university’s official webpage. Examples of photos that should be avoided include but are not limited to photos involving: over consumption of alcohol, nudity, medical and hospital patients, and graphic scenes.
- Give appropriate photo credits.

Please refrain from:
- Posting multiple times in a day or short time span
- Making political statements of any kind
- Sharing links from news sites that are not GVSU affiliated

If you see the story on GVNow www.gvsu.edu/gvnow you may consider it an open invitation to share and post.

Application and Enforcement

The purpose of these guidelines is to have a set of standards for social media pages and blogs that can be applied equitably across all areas of the university and can assist department leaders, Web managers, and others in planning future Web use. The
standards are designed to protect the reputation of the university and the safety of alumni, students, prospective students, and others. If absolutely necessary, the university, through various offices, has the ability to remove content that does not comply. Additional information on GVSU’s marketing, messaging, or logo information may be found at http://gvsu.edu/identity.

If you have any questions on our social media policies please don’t hesitate to contact Abigayle Sloan at 616.331.3591.