

## Social Media: Best Practices and Policies

Social media is a powerful and popular communications tool. As the social media environment continues to evolve, Colorado School of Mines has developed best practices to ensure consistency and reliability within official Mines social media accounts, and outlines inappropriate content and behavior.

### SOCIAL MEDIA CHANNELS

Currently, the primary channels Colorado School of Mines uses are Facebook, Twitter, Instagram, YouTube and LinkedIn.

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|--------------------------|-------------------------|---------------------------|-------------------------|--------------------------|
| <a href="#">Facebook</a> | <a href="#">Twitter</a> | <a href="#">Instagram</a> | <a href="#">YouTube</a> | <a href="#">LinkedIn</a> |
|--------------------------|-------------------------|---------------------------|-------------------------|--------------------------|

These profiles use Colorado School of Mines branding conventions and will be the primary sources for the official content of the university.

Additional social media outlets are operated by other campus entities, some of which can be found at [mines.edu/connect](https://mines.edu/connect).

### COMMUNICATIONS AT MINES

If you have questions about social media best practices, or need guidance, insight, photos, graphic designs, or other assets, contact the Mines Marketing and Communications Team at [communications@mines.edu](mailto:communications@mines.edu). We are available to assist with any social media concern.

If you have created an official Colorado School of Mines social media account for your department, club, organization, research group, class or similar, let us know by emailing a link to your profile to [communications@mines.edu](mailto:communications@mines.edu).

Designate someone responsible for the social media channel. Ensure that at least two people have the login information to help longevity of the account. Please review and update passwords annually.

### NAMING CONVENTIONS

Use 'Colorado School of Mines' when naming the account to help distinguish the organization or club from those at other universities. 'Mines' is also appropriate. Try to avoid acronyms in the account name. If the organization or department name is too long, abbreviate as necessary, but include the full name and Colorado School of Mines in the description. Avoid CSM.

### BRANDING CONVENTIONS

Use official Mines logos and branding. Members of the Mines community can [download Mines logo & branding elements here](#) (accessible through campus network only).

### RESPONSIBLE POSTING

Posts from Mines accounts should reflect the mission and values of the university. Be respectful. Remember, posts are public and may have a different meaning when viewed by a broader audience. Posting that violates the [Code of Conduct](#) is grounds for immediate suspension from posting privileges. The Mines administration will address disciplinary measures for content that doesn't follow these guidelines. NEVER post details about a co-worker, employee, or student's medical condition.

### #MINESLIFE

Use social media to engage the community. Social media channels can increase interest in activities,

events, and campus causes. Popular Mines engagement comes from #MinesLife, #HelluvaEngineer, #Orediggers and #Mines20XX, in addition to others.

#### REMOVING OFFENSIVE CONTENT

The institution reserves the right to request certain subjects be avoided, withdraw certain posts, and remove inappropriate comments. If you are unsure if a comment is inappropriate, please contact [communications@mines.edu](mailto:communications@mines.edu). Mines reserves the right to monitor accounts that are disruptive. Accounts that repetitively post comments that are uncivil or inappropriate may be blocked or reported.

Post the following statement on your official social media page when appropriate:

“We encourage civil debate about important ideas and respect commenters’ freedom of speech. We reserve the right to remove all offensive and unrelated comments on our social media outlets.”

#### CODE OF CONDUCT

- Be courteous. Do not: threaten or verbally abuse other users; use obscene, profane or defamatory language; post sexual innuendo; or deliberately disrupt discussions with repetitive messages, meaningless messages or spam.
- Posts from official Mines accounts should reflect the mission and values of the university. Personal and political views do not belong on official Mines accounts.
- Use respectful language. Do not use language that abuses or discriminates on the basis of race, religion, nationality, gender, sexual orientation, age, region, disability or any other grounds. Hate speech of any kind is grounds for immediate suspension of commenting privileges.
- Debate, but don't attack. Mines encourages active discussion and welcomes debate and differences of opinion. However, personal attacks and harassment are a direct violation of this agreement and are grounds for immediate suspension of your commenting privileges.
- Your comments must be truthful. You may not impersonate or represent that you are any other person, whether real or invented, or imply any connection with any person or organization with which you are not in fact associated.
- Do not post inappropriate material. You cannot post, distribute, or publish any libelous, defamatory, obscene, pornographic, abusive, or otherwise illegal material.
- Do not post commercial material. You cannot distribute or otherwise publish any material containing any solicitation of funds.
- You are solely responsible for the content of your messages. You cannot knowingly post content that violates the copyright, trademark, patent, or other intellectual property rights of any person or entity, and you must remove the same should you discover that you have violated this provision. Likewise, you cannot post content that is libelous, defamatory, obscene, abusive, that violates a person's right to privacy, that otherwise violates any applicable local, state, national or international law, or that is otherwise inappropriate.
- Report others. We ask that you report content that you in good faith believe violates the above rules to [communications@mines.edu](mailto:communications@mines.edu).

Any violation of this Code of Conduct is grounds for immediate suspension from posting privileges. The Mines administration will address disciplinary measures for content that doesn't follow these guidelines.

## All Social Media

Check all social media accounts to determine what privacy and security levels are set. It may be in your best interest to make certain accounts private or set stronger security measures to minimize the risk of content appearing in a global search.

### REPRESENTING MINES

You are representing the institution when you post on a personal social media account. Please follow the Code of Conduct below for what posts are inappropriate. Review the Employee Handbook for additional rules. You should neither claim nor imply that you are speaking on the institution's behalf, unless otherwise determined by your supervisor.

### CONFIDENTIALITY

Postings should not disclose any information that is confidential or proprietary to the institution or to any third party that has disclosed information to the institution.

### USING LOGOS

Any use of the Mines logo on personal accounts must be approved by [logos@mines.edu](mailto:logos@mines.edu).

### IN CASE OF EMERGENCY

If a campus emergency is unfolding, it is imperative that you **DO NOT** post speculative information about the situation on your site! For proper crisis communications response, please refer all traffic to the university's official communication sources such as the official Colorado School of Mines Social Media Accounts or the Mines Newsroom. If you do use university messaging, be sure to clearly cite your source by linking to the post (likely coming from the [Mines Newsroom](#)). If you see erroneous information about an unfolding crisis, please contact the Mines Communications team immediately.

### Terms and Conditions

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