

Social Media

The Texas A&M University System provides social media guidelines that apply to all employees who create or contribute to blogs, wikis, social networks, virtual worlds, or any other externally facing (public internet) social media community as part of their work. The guidelines do not apply to faculty who use social media for instructional purposes.

Social Media Guidelines: The Texas A&M University System

The A&M System's guidelines include basic principles for responsible, professional, and ethical use of social media. See the [Social Media Employee Use and Engagement Guidelines](#) for a summary of the basic principles.

The A&M System also outlines the following engagement guidelines:

- Create a plan to ensure strategic and sustainable engagement.
- Be clear and professional.
- Actively maintain social media programs and constituent engagement.
- Act judiciously to protect privacy, confidentiality and reputation.
- Be transparent and avoid inadvertent misrepresentation.
- Follow the university's [editorial and brand style](#).
- Respect copyright law.
- Abide by all applicable A&M System and institutional policies, and respect university time and property.

Details on these guidelines may be found in the [Social Media Employee Use and Engagement Guidelines](#).

The A&M System guidelines include this note to employees who use personal social media sites:

Make it clear that the views expressed are yours. Recognize that effective social engagement depends upon transparency. Your honesty—or dishonesty will be quickly noticed in the social media environment, and your credibility—and that of the A&M System or University— will be at stake. If you have a vested interest in something you are discussing, be the first to point it out. Write in the first person, and if you maintain a personal blog or website and write opinion pieces about the A&M System or its entities, use a disclaimer, such as 'The postings on this site are my own and don't necessarily represent the positions, strategies or opinions of The Texas A&M University System or its entities.'

Social Media Guidelines: Texas A&M University-Commerce

The A&M-Commerce Office of Marketing and Communications provides the following guidelines to establish and maintain social media channels that effectively represent the university's academic departments, services, offices or student organizations:

- A. Page names should refer to the university by the correct name (see tamuc.edu/brand-

- [guidelines/university-name/](#)).
- B. Thumbnails (avatars) and cover photos should be relevant and appropriate.
 - C. Content should be consistent,
 - D. All sites should be registered with the university at <https://dms.tamuc.edu/Forms/Lions-Social-Media-Registration>
 - E. All posts should comply with SB-17 regulations.

See the Pride Online [social media website](#) for a detailed description of each guideline and instructions for submitting social media channel links for review, approval, and inclusion in the university's Social Den list.