

Social Media Guidelines

1. When taking photos of events, especially of hot button topics make sure that before the event you let participants know that there will be pictures taken that could end up on social media
 - a. You must also **give participants time to approach you** to say they don't want to be featured on social media platforms
 - b. Depending on the topic of the event, the individual may not want to be associated with that topic and it could cause issues for them if someone sees them at a certain event
2. Access is limited to RA's and professional staff but hall council can be featured on the channel
 - a. How each building navigates this will be up to the discretion of the RA's and Hall Council members
3. Get pre-approval of any events that you will be taking photos of from your RHD / AC or social media functional RA
4. **The duty phone must remain in the building. If the event is occurring outside the building, footage must be obtained using alternative resources.**
5. You must get access/approval from your RHD / AC to have hall social media channels on your personal devices
6. Usage of social media platforms is limited to Campus Residences and building specific programming. These platforms may not used to advertise other clubs and organizations.
7. Use photos curated by your staff or with consent of the photographer
8. Double check any outside images to ensure that they are appropriate
 - a. It always helps to have a second set of eyes to look at it prior to posting.
 - b. If you are unsure if something is appropriate, ask your RHD / AC
9. Keep the channel positive with only good things about the hall and people in it
 - a. You are representing your Hall and your staff to the residents and the rest of campus so make sure they see the amazing things about it
10. To ensure that you are not overloading your followers with too many posts a day, limit your timeline posts to one a day
 - a. Take advantage of the photo set feature to post multiple photos at once
 - b. Use the story feature to capture the entire event so followers can stay engaged on your channel
11. Balance the amount of flyers vs actual event photos