SOCIAL MEDIA FOR PERSONAL USE
from U-M’s Voice of the Staff Social Media Guidelines
http://voices.umich.edu/docs/Social-Media-Guidelines.pdf

If you are a U-M faculty or staff member using social media as an individual and not as a U-M employee, please consider the following guidelines:

Be Authentic
Be honest about your identity. In personal posts, you may identify yourself as a U-M faculty or staff member. However, please be clear that you are sharing your personal views and are not speaking as a formal representative of U-M. If you identify yourself as a member of the U-M community, ensure your profile and related content are consistent with how you wish to present yourself to colleagues.

Use a Disclaimer
If you publish content to any website outside of U-M and it has something to do with the work you do or subjects associated with U-M, use a disclaimer such as this: “The postings on this site are my own and do not represent U-M’s positions, strategies, or opinions.”

Don’t Use the U-M Logo or Make Endorsements
Do not use the U-M block M, wordmark, athletic logo, or any other U-M marks or images on your personal online sites. Do not use U-M’s name to promote or endorse any product, cause, or political party or candidate. U-M logo and trademark guidelines can be found at: http://www.logos.umich.edu/usemarks.html

Take the High Ground
If you identify your affiliation with U-M in your comments, readers may associate you with the university, even with the disclaimer that your views are your own. Remember that you’re most likely to build a high-quality following if you discuss ideas and situations civilly. Don’t pick fights online.

Don’t Use Pseudonyms
Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors.

Protect Your Identity
While you should be honest about yourself, don’t provide personal information that scam artists or identity thieves could use. Don’t list your home address or telephone number. It is a good idea to create a separate e-mail address that is used only with social media sites.
Does it Pass the Publicity Test
If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?

Respect Your Audience
Don’t use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in U-M’s community. You should also show proper consideration for others’ privacy and for topics that may be considered sensitive—such as politics and religion.

Monitor Comments
Most people who maintain social media sites welcome comments—it builds credibility and community. However, you may be able to set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.