



Social media > Best practice guidelines

The University of Denver encourages the use of social media as a way to engage with the public and members of our campus community. Those who participate in social media on behalf of the University should understand and follow the [University of Denver Social Media Policy](#) as well as these guiding principles. Remember, your online conduct reflects on the University and its brand.

Contact [Mike](#) or [Chelsey](#) in University Communications with any social media questions or concerns or to schedule a social media strategy session.

When engaging in social communication on behalf of the University:

- **Be transparent:** If you have a vested interest in something you are discussing online, point it out.
- **Share your opinion:** What you say online as a representative of the University will be perceived as being the position of the University. Unless you're an authorized University spokesperson, make it clear that the views expressed are your own.
- **Foster conversation:** You and your readers are real people, so talk to them that way. Use an authentic "voice" and feel free to express your personality. Don't lecture or broadcast repeated promotional messages; instead, encourage conversation with open-ended content that invites readers to respond.
- **Add value:** If you want people to read your content, write about things that your audience will value. Your social communication doesn't have to be all DU all the time. Remember, DU is here to create, share and apply knowledge. Use social media to provide unique, informed perspectives on non-DU topics that are relevant to your audience.
- **Create a buzz:** DU is working to improve the human condition and address the great issues of the day. Spread the word about the many ways DU and its people are making the world a better place. Encourage your audience to share ideas and get involved, and provide ways for them to participate.
- **Share the DU network:** Follow other DU social media accounts, and when you find interesting posts, repost or retweet them for your audience, including your own personal comments whenever possible.
- **Be civil:** The University of Denver values discourse. There is room for disagreement, but please disagree with people's ideas and always respond respectfully. Personal attacks, taunts, name-calling and threats have no place in civil discussion. Stay on topic: Stick to your area of expertise and write what you know. Posts should be meaningful, honest and respectful — no spam and no remarks that are off-topic or offensive.

- **Respect others' responses:** Do not delete comments because they are critical of you or the University. (Do, however, remove comments that include discrimination or hate speech, are libelous, are spam, or contain confidential or protected information.) If a comment contains a factual error, respond to it calmly and, whenever possible, link to a source for the correct information. Sometimes a complaint can be the beginning of a valuable conversation. Sometimes it simply fills a user's need to have his or her opinion heard.
- **Review your posts:** Check for errors before you submit, and try to use standard punctuation, spelling, grammar and capitalization.
- **Honor differences:** The University of Denver will not tolerate discrimination, including discrimination based on age, sex, race, color, creed, religion, ethnicity, sexual orientation, genetic background, gender identity, national origin, citizenship, disability, or marital status.
- **Be timely:** Social media doesn't sleep, and readers may be responding while you are off the clock. You (or your department) are responsible for monitoring your social accounts daily, including weekends and holidays. Respond quickly when a response is called for—within 24 hours or the next business day.
- **Take responsibility:** If you make a mistake, disclose it and be prompt in issuing a correction. If you modify an earlier blog post, make it clear that you have done so.
- **Protect yourself and DU:** You are personally responsible for what you publish, so consider the content carefully. What you publish is widely accessible and long lasting. Use common sense, and when in doubt, don't publish.