

Social Media Guidelines

Align with the UWF Brand

Be sure to utilize the University's appropriate graphics and components in the folder provided

Know Your Audience

Messaging should be clear so that the target audience understands the purpose of your site. Be sure you are adding value to the online community by posting relevant and useful information.

Use Your Best Judgment

As a volunteer leader, you are representing the university. Social media is viewable and open to the public. If there is any doubt about posting content on a site, then do not proceed. Certain posts can have consequences that can affect the University and organizations. Seek advice from UWF Alumni Relations staff before posting.

Respond Frequently

Always respond to and address any feedback, whether it is given through a public comment or a private message. It is important to consistently maintain representation of the University by engaging with your audience. If you are unsure how to respond to any feedback, please reach out to UWF Alumni Relations staff. We are happy to help!

Update and Engage Responsibly

Aim for regular, consistent postings and updates. The majority of your posts should highlight UWF. Content shared on your respective UWF social media should only be shared if it relates directly to the University. To remain relevant to our audience, local and community events that have **no** connection to UWF should not be posted.

Check Your Facts

Any facts shared via social media should be proved valid prior to posting. In addition, all grammar, spelling and punctuation should be checked. If a mistake is made, it should be honestly identified and corrected.