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Social Media [1]

Used correctly, social media enhances communication, engagement, collaboration and information exchange in support the university's mission. Use common sense and thoughtful judgment when embarking on social media.

For additional information on social media for system administration please go to cu.edu/socialmedia. [2]

Additional details are available in the brand identity standards for each campus.

DO:

- Have authorization to post on your department's behalf
- Protect confidential and proprietary information
- Respect copyright and fair use
- Ensure the security of your social media account
- Be transparent
- Be respectful and thoughtful
- Be consistent and timely
- Strive for accuracy
- Place the name of the university first, (e.g., on Twitter, "CUMedia" rather than "MediaCU")
- Prominently list the university on the social media site and not only the name of the department
- Use periods and underscores (_) sparingly when naming the site

DON'T:

- Post highly confidential, confidential and public information
- Engage in arguments or negative dialogue when someone disagrees with your post
- Represent your personal views as those of the university
- Use the stand-alone logo of the university as your sole image
- Use images that are too small to easily recognize in a browser or on mobile devices
- Design your own department logo that is not recognizable as being affiliated with the University of Colorado
- Use the university logo or any other university images or iconography on personal social media sites

Groups audience:
CU Branding

Source URL:https://www.cu.edu/cu-branding-and-identity-manual/social-media

Links

[1] https://www.cu.edu/cu-branding-and-identity-manual/social-media [2] http://cu.edu/socialmedia.