Social Media Guidelines

Institutional Social Media Policy

Social Media Guidelines provide information on official UTEP social media accounts, best practices and other helpful information for UTEP-affiliated social media account managers.

Please send any questions to socialmedia@utep.edu

Overview

Institutional social media channels for The University of Texas at El Paso (UTEP):
- Facebook
- Twitter
- Instagram
- Snapchat
- LinkedIn
- YouTube

Starting a UTEP Social Media Account

To get help with setting up a new social media account for your department or unit, send an email to socialmedia@utep.edu

Several questions should be answered before starting a new social media account:
- What is the objective of this page?
- Who is the audience for this page?
- What are the expectations for this page?

Be aware of naming conventions for University accounts. Official University- and Athletics-affiliated departments and teams should begin with "UTEP." If Registered Student Organizations would like to include "UTEP" in their profile or page name, they may do so at the end of their name. Example: Military Student Association at UTEP.

Best Practices
- Don't let your post become a "DUD." Grammar and spelling mistakes could **D**istract your viewers, **U**ndermine or **D**iscredit your account.
- Unless posted by a manager, content should first be approved by a manager in your department or unit.
- To establish whether you are meeting your goals, measure your engagement (likes, comments, shares) and reach (people who have seen the post). Facebook offers analytics on their Insights tab, as does Instagram. Twitter offers analytics on analytics.twitter.com. Snapchat should be tracked while the story is live. (If you need assistance with analytics, contact socialmedia@utep.edu)
- We recommend that social media sites share UTEP-produced content. Exceptions would be external stories that place the department, program or University in a positive light.

Note: If you have specific questions on paid content or advertising, contact socialmedia@utep.edu

Although it is not encouraged, some UTEP staff, students and faculty may choose to add "UTEP" to their personal Twitter and Instagram handles. If an account holder chooses to do so, be aware that your account may be assumed to be an official University account by the media and the public. Be very aware of the content you post and retweet, and how it may reflect on the University — this includes using your channel to comment on political and other controversial topics.

Helpful Tips
- UTEP social media accounts should be helpful, succinct, conversational and have content that is informative and beneficial to the UTEP community. It should not promote outside businesses.
- Avoid writing in the first person singular (" *I* really like this story, *I* took these photos, etc."), especially when representing a college, department or club.
- When appropriate, tag official or institutional pages or any relevant official agencies (National Science Foundation, National Institutes of Health, etc). Avoid excessive tagging of outside entities and media.
- Avoid tagging an individual student, staff or faculty member's personal account in your post. You may draw unwanted attention to the student or employee.
- Post engaging, visual content. If you are posting a link that does not generate a preview with a visual, upload the photo and copy-paste the link. You can use a link shortener such as bit.ly.
- Content can be scheduled on third-party platforms, such as TweetDeck, Buffer, Hootsuite, Later, etc. Facebook posts can be scheduled on the platform itself.
- Frequency of posts depends on your channel, audience and content. Check your page analytics to determine the peak times of your followers.
- Be mindful of posting content about events and dated content. Some posts tend to live for days on feeds.
- Use caution when posting memes or gifs; their context and meanings are constantly changing.
- **If you are unsure about posting something, ask a supervisor or contact us at socialmedia@utep.edu.**

Resources
For assistance with creating new logos, questions related to branding for colleges, departments and programs, or for any other branding questions or concerns, please contact the Office of University Communications at brand@utep.edu or call 915-747-5526.

The University's official name is The University of Texas at El Paso, and the official acronym is UTEP. The word "The" when used in the official name is always capitalized, no matter where it may fall in a sentence. In communications, please use "The University of Texas at El Paso" on first reference, and "UTEP" on subsequent references. When referring to UTEP as "the University," always capitalize the word "University."
The UTEP Events Calendar offers a comprehensive list of events organized, hosted, sponsored or co-sponsored by the University and its departments, schools, colleges, centers, institutes, alumni organizations and officially sanctioned student organizations. Students, faculty and staff can submit their events by logging in with their UTEP username and password. Browse the calendar and submit an event at events.utep.edu.

Commonly-used hashtags
#UTEP: Commonly used to group content under the University as a whole
#GoMiners: Used on posts that show school spirit
#PicksUp: Also can be used to show school spirit

#OrangeRevival: Usually used for posts about Athletics
#UTEPServes: Used with posts about Project MOVE or other service initiatives
#UTEPEvents: Used with on-campus events and programming from Student Affairs
#Minerpalooza: Used to promote Minerpalooza before, during and after the event
#utepgrad: Used during Commencement, convocation and other graduation-related activities
#FutureMiner: Recruitment-based, used during Orange and Blue Day
#IGotPickd: Recruitment-based, used for students accepted to the University
#MinerWelcome: Used during the first week of school and for related Miner Welcome events
#UTEPAlumni: Can be used with content on UTEP alumni or when promoting events by the UTEP Alumni Association
#EPMAD: Stands for "Every Person Makes A Difference." An Athletics campaign to drum up engagement in the community.
#MinerPride: Can be used for all
#MinerNation: Alumni-based; used as a call to action for alumni across the country

Image Specs (Pixels, width x height)
FACEBOOK
- Cover photo: 1200 x 675 (allow cropping on top and bottom for desktop)
- Profile photo: 180 x 180 (Image is displayed as a square on the page and circle in comments)
- Link image: 1200 x 628
- Image: Between 1200 x 628 and 1200 x 1200
- App Tab: 111 x 74
- Story image: 1080 x 1920
INSTAGRAM
- Profile photo: 180 x 180 (Note: Profile photo is a circle)
- Square image (in feed): 1080 x 1080
- Landscape image: 1080 x 566
- Portrait image: 1080 x 1350
- Story image: 1080 x 1920
- Instagram TV Video: 1080 x 1920
- IGTV cover image: 420 x 654
TWITTER
- Header photo: 1500 x 500
- Profile photo: 400 x 400 (Note: Profile photo is a circle)
- Shared link: 1200 x 628
- Tweet image: 1200 x 675
LINKEDIN
- Profile avatar: 400 x 400
- Company Logo: 300 x 300
- Profile banner: 1584 x 396
- Company cover photo: 1536 x 768
- Update/link: 1200 x 628

Video Length Limits
Please note: Following industry guidelines, a video will only be considered for sharing on UTEP's institutional social media channels if it meets the following recommended lengths: under 2 minutes for Facebook, under 60 seconds for Instagram and under 140 seconds for Twitter. Facebook and Instagram

stories should not exceed 15 seconds. The video should also include captioning or a link to a transcript. For questions on making content accessible, please contact socialmedia@utep.edu.
Security and Policy

Comment Moderation
- The Fifth Circuit Court of Appeals has ruled that public institutions cannot delete comments simply because they are inappropriate or critical of the institution. If there is a comment on your post that causes concern, please contact socialmedia@utep.edu or call University Communications at 915-747-5526.

Accessibility
- Content should be accessible to your entire audience. For tips on accessibility when posting graphics and videos, contact socialmedia@utep.edu.

Emergency Situations
- In the event of an emergency or crisis at UTEP, page administrators of secondary UTEP social media pages are asked to share only posts that have been posted by the main UTEP accounts.
- Sharing information (tweets from media outlets, students, or other users) that has not been approved by appropriate UTEP officials may lead to false news spreading.
- Direct all questions to UTEP's institutional accounts and to utep.edu.

Privacy and Account Security
- When a social media manager or student admin no longer manages the page, take the necessary steps to secure your account(s). Change passwords or remove account access as needed.
- If a student, staff or faculty member sets up an account under their email address, make sure the contact email is swapped out.
- Do not post confidential information about UTEP students, faculty or staff.
- Do not use University resources for private social media sites you maintain.
- Avoid posting photos of minors (under 18) without a signed photo consent form from their parents or legal guardians. If these photos are promoting community outreach, confirm with the partner organization that the minors can be photographed. Posting photos of UTEP students in a class setting may violate their right to privacy. Learn more about the Family Educational Rights and Privacy Act (FERPA).

Policy Overview
All UTEP-managed social media sites should comply with University policy, rules and regulations, including the University's Information Security Office (ISO) policies and standards.
1. We emphasize the importance of properly managing the administration of organizational social media accounts (i.e. keeping the number of administrative publishers to a minimum and having rules in place for managing login credentials). Do not share your social media passwords in the workplace or classroom.
2. Comply with applicable copyright and fair use laws to the fullest extent. Observe and abide by all copyright, trademark and service mark restrictions in posting material to social media.
3. Know and follow the University's policies, rules and regulations, including:
     8. the Standards of Conduct Guide
     9. the Accessibility Policy
     10. the Graphic Identity Guide

11. the [Web Accessibility Standards](#)
12. the [Web Privacy Policy](#)

4. Be knowledgeable and comply with applicable privacy laws, rules and regulations, including the [Family Educational Rights and Privacy Act of 1974 (FERPA)](#) which protects students' personally identifiable information in educational records.

5. When maintaining or contributing to University-managed social media properties, follow the standards of nondiscrimination and social conduct as outlined by the University policies, rules and regulations, including the University [Handbook of Operating Procedures (HOOP), Chapter 1: Equal Opportunity/Affirmative Action/Non- Discrimination Policy](#) and [Standards of Conduct Guide](#). Protect confidential or personal information of The University of Texas at El Paso and its students, faculty, staff, or third parties (high school students, consultants/vendors, etc.). If you have any questions about what constitutes confidential or sensitive data, consult the [UTEP Data Classification Standard](#) provided on the Information Security Office (ISO) website.