UTEP Social Media Guidebook
Division of Marketing and Communications
Last updated: March 18, 2026

This guidebook provides best practices and other helpful information for UTEP-affiliated social media account managers.

Standard Operating Procedures for University-Affiliated Accounts

The policies and procedures within UTEP's Social Media Standard Operating Procedures MUST be followed as you manage your University-affiliated social media accounts. The policy includes account registration requirements and compliance trainings, emergency response protocol, information about UTEP's Community Policy and more.

Please refer to the document here: utep.edu/hoop

Official University Accounts

The following accounts are the official social media accounts of The University of Texas at El Paso:

UTEP

- **Facebook:** facebook.com/UTEPMiners
- **X:** x.com/utep
- **LinkedIn:** linkedin.com/school/15358/
- **Instagram:** instagram.com/utep_miners

UTEP President

- **X:** x.com/uteppresident
- **Instagram:** instagram.com/uteppresident

For more official accounts, please see our University Social Media Directory: utep.edu/marketing-and-communications/official-social-media-accounts/

Starting New Accounts

If you are interested in starting a new account, reach out to socialmedia@utep.edu. Several questions should be considered before the launch of 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?
- Who will manage the page and how much time will they have to dedicate to social media?

If you are interested in launching an account on a new social media platform, please discuss with the Marketing and Communications Media Relations and Social Media team.

All UTEP accounts should be registered with Marketing and Communications here: https://www.utep.edu/marketing-and-communications/social-media/

Best Practices for Account Management

It is recommended to use a login email address that is accessible to multiple people in the department or office. Please contact security@utep.edu to create an email account that can be accessed by multiple employees.

If the contact address used for log in details is changed, please alert the Marketing and Communications Media Relations and Social Media team as soon as possible so records can be updated.

Account managers are responsible for appropriate management of their log in credentials. If account access is lost, Marketing and Communications can advise on best approaches to retrieve access.

Best Practices for Tone, Content

Content creation

UTEP accounts should share UTEP-produced content (Minetracker event entries, UTEP webpages, etc.). Exceptions would be external stories that place the department, program or University in a positive light.

Strategy and Quality Control

- Accounts should avoid posting a "DUD." Grammar and spelling mistakes could Distract your viewers, Undermine or Discredit your account. Account managers should ask a colleague to review draft posts to catch errors or make recommendations.
- Accounts should post engaging and visual content using brand-friendly photos or graphics. If you are posting a link that does not generate a preview with a visual, upload the photo and include the link in your posts.

- It is recommended to use link shorteners, which are freely available online, to make posts more readable and aesthetically appealing.
- Make link access easy for social media users accessing from both desktop and mobile devices. Avoid pasting a link in Instagram captions, avoid having the links only accessible via QR codes on graphics, and explore link in bio options for Instagram.
- Posts should include a call to action and have a purpose. This can include a link to an event listing on Minetracker, an article on the department's website, or any other online UTEP-managed content.
    - Learn more about Minetracker, the University's official events calendar, on the Student Engagement and Leadership Center website.

When appropriate, tag official or institutional pages or any relevant official agencies. Avoid excessive tagging of outside entities and media.

For privacy reasons, avoid tagging individual social media accounts, including those belonging to students, faculty and staff. Avoid sharing content from individual social media accounts.

If you wish to collaborate with a non-UTEP page, contact socialmedia@utep.edu for evaluation and discussion. Refer also to Collaborations, Partnerships and Endorsements section within UTEP's Social Media Standard Operating Procedures (Section 31.5.9.1), available at utep.edu/hoop.

Measuring Performance

Platforms provide tools to help users measure various performance metrics, including engagement (likes, comments, shares, reposts, etc.); reach (the number of accounts who have seen the post); views (the number of times the content has been viewed); and more.

The metrics available on each platform shift over time, so reach out to the Media Relations/Social Media team for recommendations on what to track based on your goals.

Account Naming Conventions, Identifications

Official social media accounts for University-affiliated departments, colleges and divisions should begin with "UTEP." For example: UTEP College of Liberal Arts, UTEP Department of Psychology, UTEP Police Department, etc.

Acronyms in official account names should be avoided, as they can interfere with searchability. Acronyms are acceptable in handles for brevity. The account name should be the full

The ‘About’ sections of accounts should include information on the official unit/college/school, etc. and a link to the official UTEP website. These should always be included in the bio, even if multiple other links relating to timely initiatives are also included.

If Registered Student Organizations (RSO) 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.

- For more details on RSO management, refer to UTEP’s Social Media Standard Operating Procedures (Section 31.6), available at utep.edu/hoop.

Privacy for Students, Minors

- 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) and the release of educational records here: https://www.utep.edu/hoop/section-2/educational-records.html
    - Contact socialmedia@utep.edu if you are interested in obtaining a FERPA waiver.
- Official accounts should avoid tagging an individual student, staff or faculty member’s personal account in the post. It may draw unwanted attention to the student or employee.
- Accounts should also avoid posting photos of minors (younger than 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.
- If you are planning an event related to minors who are not enrolled UTEP students, please refer to the Youth Protection Program.
- Do not post confidential information about UTEP students, faculty or staff.

Accessibility

Content should be accessible to your entire audience.

Helpful Tips

- Capitalize letters in hashtags with multiple words – examples include #PicksUp, and #FutureMiner. This makes it easier for apps and programs that read out text to accurately state what the hashtag says.

- Video content should be accessible to those who are deaf or hard of hearing. If you have a video that doesn't have closed captions, link somewhere that has the information in the video written out. For guidance on posting videos with closed captions, email socialmedia@utep.edu.
- Many platforms have the option to add alt text. This allows the social media manager to describe the image in a way that's helpful to those who are visually impaired.
- Avoid text-heavy graphics on social media, especially with small text. If you have critical information in the graphic, be sure to include it in the post or link to a web page with the information, and/or include the information in the descriptive text, or alt text. Remember: Text in a graphic is not accessible to readers.
- Some programs make emojis accessible by describing them ("Smiling face with sunglasses," "Sleeping face," etc.) but avoid using too many so they don't dilute the message of the post.

For more tips on accessibility when posting graphics and videos, contact socialmedia@utep.edu.

For more in-depth information, visit UTEP's Accessibility Policy.

Content for Primary University Accounts

Internal and external stakeholders who are interested in particular content being shared on the primary accounts should pitch their ideas to their Marketing and Communications liaison or the Media Relations/Social Media team. When pitching, stakeholders should consider if:

- If the content would be relevant to all faculty, staff and students, as well as external audiences.
- Whether your request corresponds with goals outlined in your division or college's marketing plan.

This applies also to collaborations on Instagram.

Please note: Event promotion and posts are evaluated by Marketing and Communications leadership on a case-by-case basis. Marketing and Communications considers these factors when evaluating: relevance, newsworthiness, audience, etc.

Comment Moderation

UTEP's social media community policy exists to help managers determine which comments should be moderated. Please see them here: utep.edu/marketing-and-communications/_files/docs/utep-social-media-community-policy.pdf

If there is a comment on your post that causes concern, please email socialmedia@utep.edu.

Branding and Messaging

Consult your college/division's communications or marketing liaison for questions on strategic messaging. You can also email socialmedia@utep.edu.

The Visual Brand and Style Guide provides guidance on appropriate use of common University-related terms, use of the UTEP logo and its affiliated images and more. Standards set in UTEP's Visual Brand Guide must be adhered to on all UTEP-affiliated social media accounts.

- For more details, refer to UTEP's Social Media Standard Operating Procedures (Section 31.5.7), available at utep.edu/hoop.

For assistance with creating new departmental lockups or avatars, or for any other branding questions or concerns, contact Marketing and Communications at brand@utep.edu.

University employees have access to the brand guidelines and the password-protected Strategic Messaging Guide at the Marcomm Portal,

Commonly Used Hashtags

#PicksUp
#UTEPHomecoming
#GoMiners
#Minerpalooza: Used to promote Minerpalooza before, during and after the event
#UTEPGrad: Used during Commencement, Convocation and other Commencement-related activities
#FutureMiner: Used in recruitment posts
#IGotPickd: Recruitment-based, used for students accepted to the University
#MinerWelcome: Used during the first week of school and for related Miner Welcome events
#UTEPServes: Used with posts about Project MOVE or other service initiatives
#MinersForeverStrongerTogether: Used by Alumni Relations