



Emory Campus Life Social Media Guidelines and Best Practices for Employees

(adapted from Emory College)

Emory University's [mission, vision, and guiding ethical principles](#) emphasize the enduring values of our institution for 185 years. The Emory community must remain true to those values as a cornerstone of our previous and future success. Although social media is a new frontier, continuing to adhere to principles such as integrity, honesty, and respect will ensure we will do what is right for our institution.

Employees can best honor these values by remembering that in social media, the person and private are often blurred. All Emory employees essentially represent the institution, whether they are acting on behalf of Emory or not.

Social media can be a great way to exchange ideas and promote Emory, but should be used in a way that is consistent with our values:

- **Use good judgment.** Privacy is non-existent in social media. If you would not want to be quoted on local or national news with your comments, don't post to your personal or professional accounts.
- **Be accurate. Be respectful.** Be aware of how your posts or responses to others would reflect on Emory. Protect Emory's institutional voice by remaining professional and courteous when posting or responding to anything regarding the university or college.
- **Protect confidential and proprietary information.** Specific details about Emory students, alumni and employees are protected by FERPA and HIPAA, while [Emory Communications and Marketing](#) policies cover the release of student information. Broadly speaking, any information about students as individuals or cohorts should be released only by official Emory channels, which employees can then share.
- If you use copyrighted material, be sure to adhere to the [rules of fair use](#), which essentially requires credit where credit is due. **Do not plagiarize.**
- **Follow the terms of service**, the rules that you agree to whenever you sign up for any platform. While this seems obvious, understand these terms and how they could affect anything you post about Emory or as an Emory employee. For instance, Facebook allows you to own whatever photo you may post, but the company also gives itself the royalty-free license to use it however it chooses. Twitter and Instagram have similar terms.
- Connect with the Campus Life [Communications Office](#). The office includes a communications manager who oversees the official social media pages for Campus Life, who can advise and review any Emory-affiliated content.

Questions? Contact ECL Communications Director Tina Chang (ttchang@emory.edu) or Senior Director Tomika DePriest (tomika.depriest@emory.edu).

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