Wake Forest University School of Business
Social Media Guidelines for Faculty and Staff

We understand that our faculty and staff are very passionate about what we do at the School of Business and that many of us want to tell the world about our work -- whether by participating in a blog, wiki, online social network or other form of online publishing or discussion.

These new ways of communication are changing the way we share information. In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the Internet as an identifiable employee of the School.

First, please familiarize yourself with and follow the Wake Forest University Guideline for the use of Social Media located here.

When you discuss the Wake Forest University School of Business or related matters on the Internet, you should identify yourself with your name and, when relevant, your role at the School. Only very few people in this organization are official spokespersons for the School, so if you are not, you should make it clear that you are speaking for yourself and not for the School. You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Wake Forest University or the Wake Forest University School of Business."

Please write in the first person and do not use your University email address for private communications. And please consider that even anonymous postings on Wikipedia can be traced back to Wake Forest.

1. You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Please remember that the Internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure and it is related to the School of Business, talk to your manager or School of Business Marketing.

2. Just because information is on the internal network (like the shared drives, portals, etc.), it is not ok to let the rest of the world know about it. If an item features the sentence "for internal use only" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone who is not employed by the School. Messages from our Dean or other team members to employees are not meant for the media. If we as an organization want a media source to know how our Dean sees the future of our School, we will disseminate that information directly.

3. It is great to talk about your work and have a dialogue with the community but we ask that you steer away from communicating any of our organizational initiatives or modifications before they are formally announced. If you have signed a confidentiality agreement you are expected to follow it. If you are unsure if something is OK to share, please talk to your manager before you publish or forward.

4. Unless you are an official spokesperson, and have the legal approval by the School, do not comment on work-related legal matters. In addition, talking about the School's financials, future offerings, pricing decisions, or any other unannounced, confidential information, will get you, the School, or both into serious trouble. If a member of the media contacts you via your social media presence, be aware that the resources of the Marketing & Communications team are available to you to include media training or other resources you may desire.

5. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics).

6. Think about consequences. Imagine you are sitting in a meeting and your client brings out a printout of a colleague's post that states that the service or offering you are about to sell is "terrible." Please remember: Using your public voice to trash or embarrass your employer, co-workers, students, or even yourself is not okay.

7. Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

8. Please respect copyright. If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.

9. Don't cite or reference a peer institution, practitioner or partner organization without their approval. When you do make a reference, where possible, link back to the source.

10. Be aware that others will associate you with your employer when you identify yourself as such. Please ensure that your Facebook, LinkedIn, Twitter, etc. profile and related content is consistent with how you wish to present yourself to internal and external audiences.

11. Even if you act with the best intentions, please be aware that things you share about the School may be taken out of context and can potentially harm the institution. As a representative of Wake Forest, please always uphold our image. And, if ever in doubt, please contact the Marketing Department or your manager before you hit the send button.