SOCIAL MEDIA @
The Wake Forest University School of Business
A Basic Primer

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TAKING THE FEAR OUT OF SOCIAL MEDIA USE
OVERVIEW
✓ general guidelines
✓ helpful hints
✓ existing School accounts you can leverage
✓ personal accounts
what is meant by social media?

Social media should be understood to include any website or forum that allows for open communication on the internet including, but not limited to:

- Social Networking Sites (LinkedIn, Facebook);
- Micro-blogging Sites (Twitter);
- Blogs (including company and personal blogs);
- Online Encyclopedias (Wikipedia); and
- Video and photo-sharing websites (YouTube, Flickr, Instagram)

Source: Wake Forest University Social Media Guidelines
University Social Media Guidelines

Main Points

- Think Before You Post
- Maintain Confidentiality
- Maintain Privacy
- Respect University Time & Property
- Act Appropriately
- Be Aware of Liability
- Maintain Transparency
- Be Accurate & Honest
- Demonstrate Respect

Source: Wake Forest University Social Media Guidelines
Ways to connect, engage and inform

Official social media accounts accounts via School of Business homepage business.wfu.edu
School of Business LinkedIn Group

- Post Discussion Topics
- Link to News Articles
- Share Jobs
- Celebrate Promotions
- Search & Connect with Colleagues
- Informal Polling Options
- Create & Share Blog Posts

*This School resource will continue to expand and grow*
School of Business Facebook Page
School of Business Twitter Page
PERSONAL & PROFESSIONAL
SOCIAL MEDIA
Helpful Hints

• 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.

• Assume all anonymous posts are public. They can be traced back to you and to Wake Forest.

Source: Wake Forest University School of Business Social Media Guidelines for Faculty and Staff
points to consider

1. You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media.

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.

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.

4. Unless you are an official spokesperson, and have the legal approval by the School, do not comment on work-related legal matters.

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.

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.

7. Have you posted something that just wasn't true? Be the first to respond to your own mistake.

8. Please respect copyright. If it is not yours, don't use it.

9. Don't cite or reference a peer institution, practitioner or partner organization without their approval.

10. Be aware that others will associate you with your employer when you identify yourself as such.

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.
If ever in doubt, please contact the Marketing Department or your manager before you hit the send/post button.

Source: Wake Forest University School of Business Social Media Guidelines for Faculty and Staff
Conflict of Interest Policy

Ethical Use Policy
http://groups.wfu.edu/CIT_ethical_use_policy.html

Wake Forest University Social Media Page
http://social.wfu.edu/

Reynolda Campus Faculty Handbook
subsection: Academic Freedom, page 22
QUESTIONS?
protecting your privacy & identity online
• Login manually
• Be selective with sharing personal details (birthday, hometown, family members, etc.)
• Be careful of (“watch this video’ links– potential phishing scams)
• Be selective regarding friend requests
• If a request or posting feels odd, contact IT
• Remember, everything is permanent
• Separate personal & professional profiles (protects larger swaths of your personally identifiable information (PII))
Academic Freedom

The teacher is entitled to full freedom in research and in the publication of the results, subject to the performance of other academic duties, but research for pecuniary return shall be based upon a written understanding with the University.

The teacher is entitled to freedom in the classroom in discussing the relevant subject, but the teacher should be careful not to introduce into teaching controversial matter which has no relation to the subject.

The teacher in Wake Forest University is a citizen, a member of a learned profession, and a representative of an educational institution.

When a teacher speaks or writes as a citizen, the teacher will be free from censorship or discipline by the University, but the teacher’s special position in the community imposes special obligations. As a person of learning and as an educational representative, a teacher should remember that the public may judge the profession and the University by the teacher’s utterances.

Hence the teacher should at all times be accurate, should exercise appropriate restraint, should show respect for the opinions of others, and should make every effort to indicate that the teacher is not a spokesman for the University.

As stated in Bylaws of Wake Forest University Appendix A.