

SOCIAL MEDIA

Communication Etiquette



1

RESPECT & ETHICS

At Texas State University we encourage different viewpoints and opinions, and as a participant in social media and network, you should, too. Be respectful of others' viewpoints. If you disagree and would like to engage in conversation, do so cordially, logically and ethically. Keep in mind that there is no such thing as "private" social media and networking website. What you write from your home computer may follow you to school or work.

ACCURACY & HONESTY

Write about your areas of expertise, research or study at Texas State. If, for example, you are writing about a topic related to the university, or research conducted at the university, please check the facts before you post.

If you make a mistake, admit it. Your followers will be more willing to forgive and forget if you are up front and quick with your correction. Maintain a high level of quality that exhibits superior grammar, punctuation and spelling.

3

TERMS & CONDITIONS

Remember to read the terms and conditions you agree to when creating a social media and networking account. Violations of social media terms and conditions can result in a termination of your account.

SEPARATE PERSONAL FROM PROFESSIONAL

Balancing your professional and personal social media and networking presences can be tricky, particularly if you are an avid user in both arenas. Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.

If the social media and networking site allow you, set up separate account for your professional activities and for your personal and family interactions. It may be helpful to review the privacy and/or security settings, as most sites have options available.