Alumni Network

Social Media Guidelines

Purpose

The University considers social media as a cost-effective way to provide updates and photographs of events to engage our alumni. It is a place where you can share your thoughts, advice and experiences with other. As conversations and comments on social media are public and potentially permanent, we've developed this document to help you effectively use social media channels in a professional way.

This document attempts to provide general rules and guidelines on how to effectively use social media. For detailed information on the use of individual social media tools, such as Facebook please refer to 'Using Facebook'.

Social media rules

- Be polite and considerate.

- Be honest and respectful: it will make your audience feel welcome and help your chapter grow.

- Think before you post: planning what you want to say, when and how you post will help your social media use be successful.

- Remove any inappropriate or abusive content: this will help your audience feel safe and build trust.

- Represent the University and the alumni chapter well: Please limit posts that are considered as private matters. Please make sure the content you publish is relevant to alumni and chapter management.

- Admit your mistakes quickly, apologise and replace with correct information to build trust.

We can help

For more information about USQ's Online Community Guidelines, please visit the [Social Hub website](#).

If you require any further assistance please feel free to contact the Alumni Relations Office via email **alumni@usq.edu.au**.