Social Media Administrator Guidelines

Below are some Social Media Guidelines to help you get started. For additional information, please see the Texas Department of Information Resources’ Social Media Guidelines.

Official social media pages are to be used to promote The University of Texas Health Science Center at Houston (UTHealth), its schools, institutions, centers, departments and affiliates. When using social media sites, use good judgment about content and be careful not to include confidential information about the university, employees, patients or students. Assume anything and everything made available on the Web is public.

Do:

• Keep sites fresh by updating regularly. Be authentic, honest and conversational in your posts.
• Provide a way to contact the site administrator.
• Follow UT Ethics Policy, HOOP, Standards of Conduct as well as HIPAA and FERPA policies. For specific guidance on these policies, contact the Office of Legal Affairs or Office of Institutional Compliance.
• Conduct yourself in a manner appropriate to UTHealth. Speak respectfully about the university and our current and potential employees, customers, partners, students and competitors.
• Post items related to the university and its schools, institutions, centers, departments, affiliates, faculty, staff and students on the social media sites.
• Identify yourself using your real name and your affiliation with the university.
• Assume anything and everything made available on the Web is public.
• If you are developing a website, social media page or blog that will mention the organization, employees, students or any of its affiliates, please inform your manager and contact socialmedia@uth.tmc.edu.
• In general, address all concerns and comments in a timely manner. Requests to have content removed should be addressed as quickly as possible. When appropriate, respond to appropriate comments rather than censoring them.
• Follow a “Three Strike Rule”. The UTHealth “Three Strike Rule” says to warn followers only two times for inappropriate content or online behavior. The third time we will defriend, unfollow, block from the page and/or report.
• Post a comments policy that explains appropriate comments and the “Three Strike Rule”.
• Use photographs, graphics and videos where appropriate. Do not post photos or videos of students without documented permission from the student. Photos and videos of faculty, staff and the campus are allowed but remove any photos or videos if requested by that person.
• Identify all images using correct names and affiliation with the university.
• Know your audience – market appropriately to different audiences.
• Repurpose content from other UTHealth sources or sites.
• Acknowledge any mistakes and make corrections as quickly as possible.
• Participate in social media sites that are appropriate for the organization and your goals. When in doubt, contact the Office of Public Affairs.
• Monitor social media sites for comments, groups or pages about or related to the university.
• Refer comments and questions you are unable to authoritatively answer to socialmedia@uth.tmc.edu.

Don’t:
• Discuss the organization, employees, students or its entities with any media. If approached by any media outlet or individual, contact the Media Relations Team at 713-500-3030.

• Share information that is confidential and proprietary about the university. If you have any questions, speak with your manager and contact socialmedia@uth.tmc.edu.

• Use the university logo or school logos without permission from the Office of Public Affairs. This is to prevent the appearance that you speak for or represent the university officially. If using the logo with permission, ensure that you follow the Graphic, Editorial and Web Standards. For more information on the appropriate use of the logos and compliance with graphic standards, please contact the Office of Public Affairs. To gain approval for use of the logo on UT Health Science Center official social media sites, contact the Office of Public Affairs.

• Require a lengthy approval process for content.

• Support a political party, religion or cause. Discuss potential conflicts of interest with your manager, Office of Legal Affairs, Office of Public Affairs or Office of Institutional Compliance. For more information on conflict of interest, visit Conflicts of Interest Guidelines.

• Speak on behalf of the university. Unless given permission by the Office of Public Affairs, you are not authorized to speak on behalf of the university or to represent that you do so.

• Use copyrighted materials, unfounded or derogatory statements.

For clarification on any of these Social Media Administrator Guidelines, contact: Andy Heger, Office of Public Affairs, at 713-500-3087, socialmedia@uth.tmc.edu

When in doubt of what is appropriate and what is not, contact:

• Andy Heger, Office of Public Affairs, at 713-500-3087, socialmedia@uth.tmc.edu
• Office of Legal Affairs at 713-500-3268, Legal@uth.tmc.edu
• Office of Institutional Compliance at 713-500-3294, Compliance@uth.tmc.edu