Guidelines for Social Media of Student Groups in Albizu University

1. **Obtain approval:**
   Before you create any account on social media on behalf of your group, first look for approval from the University´s administration (marketing department). We need to know:
   a. Purpose of the account
   b. Name of the account
   c. Responsible individual from the University that will supervise the account:
      i. Accounts about programs: Director of the Program
      ii. Accounts about student groups: Faculty member giving support.

2. **Property of the account:**
   Create official accounts for the group using the name of the program. Avoid using personal accounts for official purposes.

3. **Coherent Visual Identity (Branding):**
   Make sure that your social media accounts align with the guidelines of visual identification from Albizu University regarding logos, colors, and styles. Contact the branding team or marketing department of the university for orientation. Here is a link to the guidelines of styles and logos: https://infocentral.albizu.edu/marketing-support/

4. **Quality of Content:**
   Keep high quality information and relevant in order to reflect in a positive manner your group and the University. Review and edit publications before they are being posted.

5. **Respect to Privacy:**
   Always respect the privacy rights of individuals. Don´t share personal information without written consent and avoid tagging individuals without their permission.

6. **Inclusiveness and Respect:**
   Promote diversity, equality, and inclusion in your content. Avoid posting content that may be offensive, discriminatory, or prejudicial.

7. **Academic Integrity:**
   Don´t participate in academic dishonesty, like posting test answers or other assignments. Comply with the code of conduct and policies for academic integrity of the University.

8. **Supervise comments and other interactions:**
   Regularly monitor the comments and interactions in your publications. Delete or denounce any content considered offensive or inappropriate. Encourage respectful discussion.

9. **Respond to Messages and Questions:**
   Respond in a timely manner messages and questions of your followers. Provide useful and

precise information or direct them to the appropriate channels of the University when necessary.

10. **Comply with Copyright Laws:**
Use only content (images, videos, etc.) on which you have the right to use or content that is available in a public domain. Always give credit to the source if necessary.

11. **Be Transparent:**
Clearly indicate your group's affiliation with Albizu University in the bio or account description. Avoid giving the impression that you speak on behalf of the entire University.

12. **Avoid Political or Controversial Subjects:**
Refrain from posting content related to political or controversial topics, unless it is directly related to your group's mission and has been approved by the university.

13. **Regular Updates:**
Keep an active presence posting regularly and informing your audience about the activities and events of your group.

14. **Look for Orientation:**
If you have concerns about the appropriateness of a publication or have questions about the best social media practices, consult with the social media marketing department of the University at mailto:marketingdept@albizu.edu

15. **Training Availability:**
We encourage all student groups to take advantage of the training sessions on social media available from Albizu University (Request to Dean of Students). These sessions provide valuable insights into social media best practices and can help you effectively manage your group's online presence.

Failure to follow these guidelines may result in the removal of user privileges from the social media of your group. Remember that your online presence reflects both your group and Albizu University, so use social media responsibly and positively to enhance the reputation of the university and the mission of your group.