

# Social media guidelines

Social media are internet applications through which we can exchange information. They enable us to share more and more information about our business and private lives with the outside world. Think for instance of message boards, blogs and social networks like LinkedIn, Facebook, YouTube, Hyves and Twitter. Besides sharing texts (stories, news items and articles), we can also share music and videos. All this sharing goes on through social media websites. Such platforms facilitate immense interaction where we can enter into a dialogue with each other about all kinds of things. It's a way of 'socialising' our surroundings.

Social media are handy, fun, fast, informative and inspiring. Sharing knowledge and information has never been so easy. That's something you notice on Woudestein campus. Students make dates via twitter, retweet a quick last minute timetable change and practically all of them have a Facebook page (or two). Teachers and researchers publish articles on their blog, record lectures and post them on their video log or vlog. The opportunities offered by social media are almost endless.

## Social media & Erasmus University Rotterdam

Erasmus University Rotterdam uses social media for diverse reasons and in many different ways. Besides sharing knowledge and information we want to participate in many interesting discussions. After all, Erasmus University wants to be socially relevant. Moreover we deploy social media to promote our (corporate) communications, enhance our reputation and support our services. And social media are an ideal way for us to maintain and expand our network of alumni for example.

Social media are easy to use and messages can be rapidly sent to a wide audience so it's important to be aware of their possible consequences. We'd like to give you a few tips. Are you actively using social media as a member of the university staff? Stick to the following rules so that you can use social media as effectively as possible and avoid unpleasant situations.

- Let your manager know beforehand that you are actively using social media on behalf of the university.
- Are you familiar with the EUR's points of departure and standards?
- Read the basic principles for communication at [http://www.eur.nl/english/campus\\_facilities/housestyle/](http://www.eur.nl/english/campus_facilities/housestyle/)
- Ask yourself: "Does this message make a valuable contribution?"
- Follow the guidelines of the EUR's integrity code and privacy policy.

You can find the integrity code at <http://www.eur.nl/english/eur/publications/integrity/>

- Do not use material that could embarrass you or your employer.
- Be honest, polite and decent.
- Use your common sense.
- Admit your mistakes and if needed: offer your apologies.
- Be aware that personal and work-related messages can become very much intertwined online.
- Make clear in which role (work/personal) you are posting a message.
- Be aware that the information will always be shared with a wide audience.  
Messages can take an unexpected turn. Keep a watchful eye on your messages and the responses to them.  
Respond in good time, but always take your time before you react.
- Be aware that messages posted online are not always easy to delete.
- Make sure that any information posted online is correct.
- Do not disseminate any information, internal or otherwise, if you suspect that it should remain confidential.
- Bear in mind copyright.  
Don't use trademarks, music or images without prior permission.
- Adhere to the principle of Fair Use. Post material with the permission of the owner.
- Do not post spam or product placement items.

If you are in doubt about posting a message or perhaps need help, just get in touch with the communication department.