



## **WESTERN MICHIGAN UNIVERSITY**

### College of Education and Human Development

### **Social Media Guidelines**

#### PURPOSE

This document provides guidance for the use and management of social media pages that represent the programs, services, students and employees of the Western Michigan University College of Education and Human Development (CEHD), both explicitly and implied.

#### GUIDELINES

The following rules apply to the use and management of current and future CEHD-affiliated social media channels.

- All users must know and adhere to the [WMU Social Media Policy](#) and NCAA social media compliance rules (as interpreted by WMU's Office of Marketing and Strategic Communications and Division of Intercollegiate Athletics).
- All CEHD-affiliated pages must meet WMU's criteria for official status and be [registered](#) with the Office of Marketing and Strategic Communications.
- All CEHD-affiliated pages must provide administrative access and/or login information to at least two members of the CEHD Marketing Team.
- Page posts should meet at least one of the following topical themes:
  - College and university announcements, events or program information
  - Community announcements, events or information applicable to CEHD
  - Community building or student engagement
  - Student, faculty, staff, alumni or organization awards and accomplishments
  - Other posts related to the field as applicable
- Content should be published at least once every two weeks.
- Page inquiries should receive a response within two business days.
- Pages must follow the current WMU [Writing Style Guide](#) and [Visual Identity Program](#).
- Check all posts for spelling, grammar and relevance prior to publication.
- Do not like, comment, follow, share, or otherwise endorse pages or posts promoting a product, private business, political candidate, specific causes or opinions.
- The CEHD Marketing Team will provide official logo images for each page.
- Use of the hashtags #WMU and #WMUCEHD in posts is encouraged as applicable.
- When sharing another page's post, include a caption illustrating its relevance to CEHD.
- The CEHD Marketing Team reserves the right to edit or remove posts and pages that violate these guidelines at any time.
- If you have questions about a post, contact the CEHD Marketing Team before posting.