

# Social Media

WSU Social Media Policies & Procedures: [weber.edu/socialmedia/policies.html](http://weber.edu/socialmedia/policies.html)

<p><b>Weber State University:</b> <a href="http://weber.edu/socialmedia">weber.edu/socialmedia</a></p> <p><b>WSU Social Media</b></p> <ul style="list-style-type: none"><li>• <a href="https://facebook.com/WeberState">facebook.com/WeberState</a></li><li>• <a href="https://twitter.com/WeberStateU">twitter.com/WeberStateU</a></li><li>• <a href="https://instagram.com/WeberState">instagram.com/WeberState</a></li><li>• <a href="https://youtube.com/user/WeberStateU">youtube.com/user/WeberStateU</a></li><li>• <a href="https://linkedin.com/school/weberstate">linkedin.com/school/weberstate</a></li><li>• <i>snapchat</i></li></ul> <p><b>WSU Hash Tags</b> (will pull to WSU feeds)</p> <ul style="list-style-type: none"><li>• #WeberState (for everyone)</li><li>• #LouderAndProuder (for bragging points)</li><li>• #WeAreWeber (tends to be for athletics)</li><li>• #GetIntoWeber (for admissions)</li></ul>	<p><b>Student Affairs:</b> <a href="http://weber.edu/samarketing/social-media.html">weber.edu/samarketing/social-media.html</a></p> <p><b>Student Affairs Social Media</b></p> <ul style="list-style-type: none"><li>• <a href="https://facebook.com/WeberStateStudentAffairs">facebook.com/WeberStateStudentAffairs</a></li><li>• <a href="https://instagram.com/WeberStateStudentAffairs">instagram.com/WeberStateStudentAffairs</a></li></ul> <p><b>Student Affairs Hash Tags</b></p> <ul style="list-style-type: none"><li>• #ConnectWithWeber (for events/services that help students connect to Weber)</li><li>• #StudentsOfWeber (just our Student Affairs series)</li><li>• #WeberStateStudentServices (you may use this if you like)</li><li>• #WhatUpWeberWeekend (you may use this if you like)</li></ul>
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## Have Existing Social Media for Department?

Complete Social Media Training Word Doc (attached and on SA Marketing website) every year and share with department.

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## Want to Add Social Media?

1. Social media is a ton of work to do it right. Read this first! [weber.edu/socialmedia/getting-started.html](http://weber.edu/socialmedia/getting-started.html)
2. Then go to SA Marketing Website to Request a Social Media Account: [weber.edu/samarketing/social-media.html](http://weber.edu/samarketing/social-media.html)

## Remember (When Creating Accounts):

- Create accounts with department login (use your department email account)
  - Make sure a professional staff member always has access to your FB (add Dani if you need to)
  - Facebook and Instagram accounts need to be business accounts
  - We recommend that you use your official WSU logo to create your accounts. See guidelines for how to create correct identities [weber.edu/socialmedia/guidelines.html](http://weber.edu/socialmedia/guidelines.html)
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## Want to Delete Social Media?

Please let Dani know before you take it down <[daniellemckean@weber.edu](mailto:daniellemckean@weber.edu)> x8036

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## Posting Tips

- Do not post the same exact thing to all accounts
- Create editorial calendar
- Handling Negative Comments: [weber.edu/socialmedia/guidelines.html](http://weber.edu/socialmedia/guidelines.html)

If there are any posts that are threatening, obscene, defamatory, or unprotected speech, please pull Dani in ASAP <[daniellemckean@weber.edu](mailto:daniellemckean@weber.edu)> x8036. You may delete those posts but please take a screen shot and properly record what happened.

- Stay on topic with posts related to your department

