

## **Lewis University Social Media Guidelines addendum to the Editorial Style Guide and Graphic Standards Manual**

### **Purpose**

The University has developed these guidelines to assist the University community in the effective use of social media. Social media is electronic communication through which users create online communities in order to share information and create an interactive dialogue. Outlets within social media include but are not limited to blogs, Facebook, Twitter, YouTube, Pinterest, wikis, etc.

Adherence to these guidelines is intended to protect users' personal and professional reputations and the reputation of the University. Because of the changing nature of technology, these guidelines will be revised as necessary.

### **Scope**

These guidelines pertain to members of the Lewis University community, namely faculty, staff and administration as well as currently enrolled students.

### **How to reach out in social media**

Administrative access will be terminated upon the employee's termination, voluntary

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8. Do not use the University logo, the seal, or the Flyer mascot on your online sites. Do not use Lewis's name to promote or endorse any product, cause, political party, or candidate.
9. Protect your personal information from identity thieves and scam artists. Do not provide your home address, telephone number, work e-mail address, or work phone number. Consider creating an e-mail address that you use only for social media sites.
10. Participate responsibly in online communities by following a code of ethics. There are many codes of ethics for bloggers and active participants in social media. If you have your own social media site, you may want to post your own code of ethics.

Updated/2016