Whether it be to help enhance the institution’s reputation, increase the visibility of our initiatives, engage new audiences, or promote news and accomplishments, when used properly, social media can be a valuable addition to your department's communications strategy.

The **University's Social Media Policy** was prepared by University Communications to apply to all forms of social media, such as Facebook, Twitter, Instagram, Snapchat, blogs, YouTube, Flickr, text messages, and other, lesser known platforms.

This policy establishes standards for the responsible use of University-affiliated social media accounts and provides guidelines for differentiating an employee's personal voice on social media from their professional connection to the University.

Specific guidance on how to establish, monitor and use social media accounts can be found on UConn's Social Media Brand Guidelines.

Because standards may be updated from time to time, you are encouraged to regularly consult these standards.

**View the Policy**

**View Guidelines**

**Need Further Assistance?**

Office of University Communications
860.486.3530
communications.uconn.edu/

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Now that you've engaged with these resources, be sure to take our "test your knowledge" challenge by clicking below.

**START NOW**