**Social Media Terms**

**Social networking**

*noun*

1. the use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself.

**Social Media**

*noun*

1. websites and applications that enable users to create and share content or to participate in social networking.

Examples of Websites/Applications with Social Component

[**Blog**](http://en.wikipedia.org/wiki/Blog) - Blog is a word that was created from two words: “web log.” Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. "Blog" can also be used as a verb, meaning to maintain or add content to a blog*.*

[**Craigslist**](http://www.craigslist.org/) - Craigslist is a popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across the United States.

[**Facebook**](http://www.facebook.com/) - Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates. The platform currently boasts around 1.7 billion active users.

[**Flickr**](http://www.flickr.com/) - Flickr is a social network for online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.

[**Forums**](http://en.wikipedia.org/wiki/Internet_forum) - Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dial-up bulletin board system.

[**Instagram**](http://instagr.am/) - Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare. The app is targeted toward mobile social sharing, and has gained more than 300 million users.

## Reddit - reddit is a popular website and social networking site on which content submitted or shared by users is then voted on by other visitors. Each piece of content, from videos to text posts, can be either upvoted (positive) or downvoted (negative) by users. The most upvoted and commented on posts appear higher up on the website’s main page, as well as on its many topic-focused sections called subreddits.

## Snapchat - Photo and video messaging app created in September 2011 that allows users to take photos and videos and add text, drawings, or emojis before sending to recipients. One of the distinguishing features is that the individual messages only last up to 10 seconds before they disappear forever and are erased from the company’s servers. In 2013, the Story feature was added, which allows users to post a replayable Snap for up to 24 hours in the “Our Story” section.

## Pinterest - Pinterest is a visual organizer for saving and sharing links to webpages and other media that you like—otherwise known as Pins. Pins are represented by a picture and a description of your choosing. They can be organized into collections called Pinboards. Pinterest users can share their Pins with others, or Repin pictures they liked from other users. Think of Pinterest as a virtual scrapbook, or a bookmarks page with pictures. Common uses include event planning, food blogging, and fashion blogging.

## Twitter - A social network and media platform that enables users to publish 140-character messages along with photos, videos, and other content. Twitter is famous for its real-time and emergent discussions on breaking news stories and trends.

**YouTube** - A video-sharing website. The site allows users to upload, view, rate, share, and comment on videos

[**Vine**](https://vine.co/) - Founded in 2012, Vine is a social video sharing service in which users create and engagement with short-form, six-second video clips. Videos published through the service are easily shared across other social platforms such a Twitter and Facebook.

Terms

**Asynchronous communication** – people communicating without having to be present/available at the same time. Example: letter, email, text message.

[**Avatar**](http://en.wikipedia.org/wiki/Avatar_%28computing%29) - An avatar is an image or username that represents a person online, most often within forums and social networks.

[**Bookmarking**](http://www.ebizmba.com/articles/social-bookmarking-websites) - Bookmarking online follows the same idea of placing a bookmark in a physical publication -- you're simply marking something you found important, enjoyed, or want to continue reading later. The only difference online is that it's happening through websites using one of the various bookmarking services available, such as [Pocket](http://getpocket.com/), or right within your browser.

[**Chat**](http://en.wikipedia.org/wiki/Online_chat)- Chat can refer to any kind of communication over the internet but traditionally refers to one-to-one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.

[**Clickbait**](https://en.wikipedia.org/wiki/Clickbait) - Clickbait is a term to describe marketing or advertising material that employs a sensationalized headline to attract clicks. They rely heavily on the "[curiosity gap](http://blog.hubspot.com/marketing/common-headline-myths)" by creating just enough interest to provoke engagement.

[**Comment**](http://en.wikipedia.org/wiki/Comment) - A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network.

## Cover Photo - The large, horizontal image at the top of your Facebook profile or page. Similar to a profile photo, a cover photo is public and can be seen by anyone. This is a great place for individuals, brands and organizations to use a unique image to represent who they are, what their business is or what they care about.

[**Crowdsourcing**](https://en.wikipedia.org/wiki/Crowdsourcing) - Crowdsourcing, similar to outsourcing, refers to the act of soliciting ideas or content from a group of people, typically in an online setting.

## Engagement - Social media engagement refers to the acts of talking to, messaging or otherwise interacting with other people on social networks. This broad term encompasses a several different types of actions on social media, from commenting on Facebook posts to participating in Twitter chats. At its simplest, social media engagement is any interaction you have with other users. For that reason, it’s a core part of every social media strategy. Your followers expect you to interact with them. Being social is core to social media, after all.

## Facebook Group - A space on Facebook where you can communicate and share content within a select group of people. There are three types of groups: public, closed, and secret. Make sure you understand the privacy settings of any group that you’re a member of. You can join a maximum of 6000 Facebook groups.

[**Friends**](https://www.facebook.com/find-friends) - Friends is the term used on Facebook to represent the connections you make and the people you follow. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.

[**GIF**](https://en.wikipedia.org/wiki/GIF) - GIF is an acronym for Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips.

[**Meme**](http://memegenerator.net/) - A meme on the internet is used to describe a thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form. A popular example is the ["I Can Has Cheezburger](http://icanhascheezburger.com/)?" cat meme that turned into an entire site of memes.

[**Native Advertising**](https://en.wikipedia.org/wiki/Native_advertising) - Native content refers to a type of online advertising in which the ad copy and format adheres to the format of a regular post on the network it's being published on. The purpose is to make ads feel less like ads, and more like part of the conversation.

[**News Feed**](http://en.wikipedia.org/wiki/Web_feed) - A news feed is literally a feed full of news. On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline.

## ****Pinboard** -** A collection of Pins on Pinterest. A Pinboard can be organized by any theme of your choosing, and it can either be private or public. Some examples of Pinboards: 50 Alternative Uses for Mason Jars, Short Hairstyles, My Dream Wedding, Easy Appetizers.

**Phishing** -An attempt to fraudulently acquire sensitive information such as usernames, passwords, and credit card information (and often, indirectly, money) by authentic-looking electronic communication, usually email. Also a method of spreading electronic viruses by exploiting security weaknesses.

## Reach - Reach is a data metric that determines the potential size of audience any given message could reach. It does not mean that that entire audience will see your social media post, but rather tells you the maximum amount of people your post could potentially reach. Reach is determined by a fairly complex calculation, that includes # of followers, shares and impressions as well as net follower increase over time. Reach should not be confused with Impressions or Engagement.

## Spam - Unnecessary and repetitive social media content that clogs up the feeds of social media users. In other words, the bane of your existence. The term has been used to refer to junk messages since the earliest days of the Internet. Its meaning originates from a [1970 Monty Python skit](https://www.youtube.com/watch?v=anwy2MPT5RE) in which the word “spam” is spoken repeatedly to the point of ludicrousness. The skit culminates in a group of Vikings singing a timeless song to everyone’s favorite canned meat product.

## SMS - SMS is the text messaging service component of phone, web, or mobile communication systems. For marketing purposes, it is often used by brands to promote text-based offers to consumers, remind about bills (common for telecommunication companies), or send location-based notifications (such as a promo code when a consumer walks by a restaurant).

[**Tag**](https://www.facebook.com/help/124970597582337) - Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

[**Troll**](https://en.wikipedia.org/wiki/Internet_troll)- A troll or internet troll refers to a person who is known for creating controversy in an online setting. They typically hang out in forums, comment sections, and chat rooms with the intent of disrupting the conversation on a piece of content by providing commentary that aims to evoke a reaction.

**URL shortener** - Bitly, others. Used to condense long URLs to make them easier to share on social networks such as Twitter. However, these shortened links can expire over time, making them dangerous to use in printed materials as they may be reused to link to a different website.

[**Viral**](https://en.wikipedia.org/wiki/Viral) - Viral is a term used to describe an instance in which a piece of content -- YouTube video, blog article, photo, etc. -- achieves noteworthy awareness. Viral distribution relies heavily on word of mouth and the frequent sharing of one particular piece of content all over the internet.

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## Social customer service - The practice of identifying and resolving customer service issues on social media. Social customer service should be coordinated internally across departments so that an organization can respond rapidly to any customer inquiry on any channel. The most effective social customer service is proactive: in addition to fielding inbound messages, the organization monitors social media for keywords that could indicate customer service issues. The organization then reaches out to resolve potential issues before they escalate, creating greater customer satisfaction and loyalty.

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More terms and resources:

<https://blog.hootsuite.com/the-2015-social-media-glossary-207-essential-definitions/>

<http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-120-Social-Media-Marketing-Terms-Explained.aspx#sm.0001fgftnaehbefsz0t22lfhswhbw>

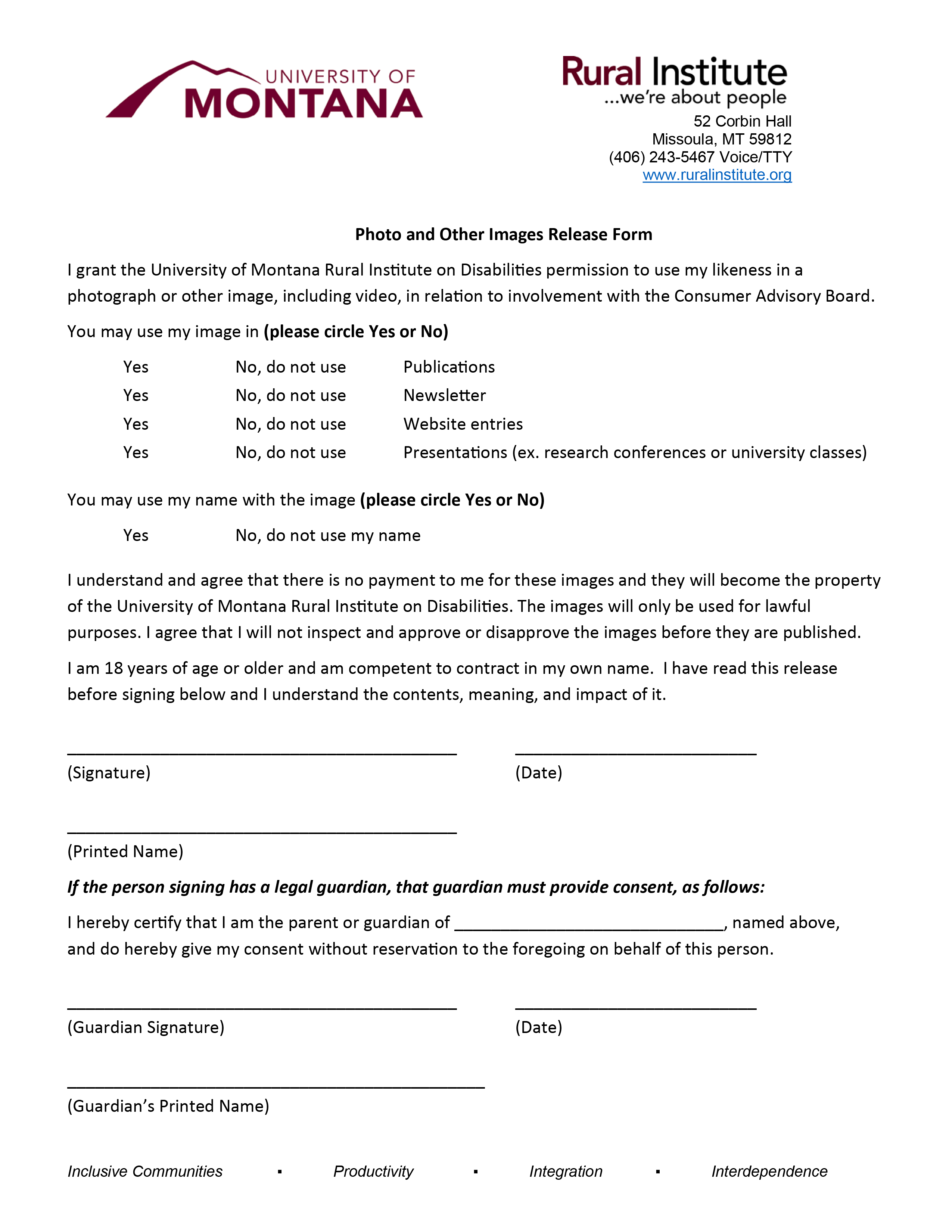
**PHOTOGRAPHY AND MEDIA CONSENT FORM**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ understand, hereby authorize the Dayle McIntosh Center to photograph, videotape/film, interview (and/or permit other persons to photograph, videotape/film and interview) for use by the Center in promoting the independence of people with disabilities in Orange County, California.

It is also understood the agency may use, or permit other persons to use, photographs, videotape/film and information derived from said interviews for the purposes stated above.

It is further understood I waive all claims for remuneration for my inclusion in such photographs, videotape/films and/or interviews.

Consumer/Guardian Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date



**Social Networking and Media Policy**

Independence*First* employees are subject to this policy to the extent that they identify themselves as an Independence*First* employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Independence*First*).

Independence*First* recognizes that employees may use social networking websites or similar media including, but not limited to, blogs, chat rooms, Facebook, Linkedln, Flickr Twitter, YouTube, etc. (hereinafter referred to as “personal websites”).

The use of the Agency internet to access personal websites is prohibited. Exceptions may be made when the Agency sponsors a website for business reasons or otherwise approves a legitimate business use.

Employees who use work or personal websites on their own time are expected to refrain from harassing or discriminating other employees on these sites. Employees should not represent themselves as representatives of the Agency on personal social networking sites. Personal websites which indicate the individual’s place of employment should include disclaimers that the opinions provided do not represent the views of the Agency.

Consumers, clients, partners, or suppliers should not be cited or referenced without their approval. Never identify the above mentioned groups without prior consent. Never discuss confidential details on any engagements related to Independence*First*.

**Procedures**

Employees are reminded that information posted on personal websites can be viewed by members of the public, by others in the agency, by customers or clients of the agency, or by competitors. Employees are expected to use good judgment and discretion when using personal websites and to respect the privacy of other employees, customers, and clients. If an employee is unsure as to the relevancy of the information being posted in regards to Independence*First*, prior approval from their direct manager will need to be granted before posting.

The publication of confidential information is prohibited. If employees are uncertain whether information is confidential, they should consult their supervisor, Human Resources, or other responsible agency representatives. Employees are expected to comply with copyright laws and avoid plagiarism. Independence*First* logos, photos, and trademarks may not be used without prior written consent. Employees shall not divulge business strategies, or post copyright information on personal websites.

These restrictions apply not only to employees’ personal websites, but to postings on other websites, including the personal websites of non-employees.

All uses of social media and networking must follow the same ethical standards that Independence*First*’s employees must follow.

**Captioning**

Video content must be captioned in all social media posts representing Independence*First*, or media that is shared with the public on the Agency's behalf.

A FEW TIPS TO CONSIDER BEFORE POSTING ANYTHING

* Social media identities, logon ID’s and user names may not use Independence*First*’s name without prior approval from the PR & Marketing Director.
* Do not publish confidential information.
* Respect copyright laws.
* Respect your audience, Independence*First*, and your coworkers.
* Protect Independence*First* customers, consumers, business partners, and suppliers.
* Avoid controversial issues.

**Enforcement**

Failure to adhere to the established agency policies and procedures will result in disciplinary action, up to and including termination.

MANDATED REPORTING POLICY

Independence*First* staff is required to report the abuse of a child, adult at risk, and/or an elder adult at risk according to the Wisconsin Professionals Required to Report Ann. Stat. § 48.981.

In our efforts to comply, we will require that all staff who work with children and youth attend an annual training with United Way. Supervisors are to ensure that required staff attends the mandated reporter training, typically held in the months of May and June.

NEW HIRES TRAINING

All new hires will need to attend the annual training. All new hires that come on board after the annual agency training will meet one-on-one with their supervisor to discuss this process and attend the annual training thereafter.

CURRENT EMPLOYEES TRAINING

All current employees will need to attend the annual training.

**RTC:Rural Online Guiding Principles**

As part of the Healthy Community Living project you will be asked to engage in several online platforms including Moodle, Twitter, Instagram, Facebook and other social media as they present useful for the project.

In working with online discussion forums within Moodle and social media, we ask that you keep these two guiding principles in mind.

1. **We embrace the spirit of civil disagreement.**  
   *As an organization committed to understanding and improving quality of life for people with disabilities, we work and engage consumers , their champions, advocates and service providers, to seek greater exposure to disability related topics, increased awareness, education and community. We agree to agree and to disagree-as strongly as need be-without crossing the boundaries into unacceptable content (see below).*
2. **The RTC:Rural declines to publish unacceptable content in any of our online forums.**   
     
   *Everything published on the RTC:Rural online space including Moodle, social media and other online forums is considered content: Your posts, comments, forum messages, poll responses, audio, video, text, images, you name it. We embrace your diversity of opinions and values, but we insist that your content may not include anything unacceptable.*

**We define unacceptable content as anything included or linked that is:**

* Being used to abuse, harass, stalk or threaten a person or persons
* Libelous, defamatory, knowingly false or misrepresents another person
* Infringes upon any copyright, trademark, trade secret or patent of any third party. (If you quote or excerpt someone's content, it is your responsibility to provide proper attribution to the original author. For a clear definition of proper attribution and fair use, please see The Electronic Frontier Foundation's Legal Guide for Bloggers at this URL: [http://www.eff.org/bloggers/lg/](http://www.eff.org/bloggers/lg).)
* Violates any obligation of confidentiality
* Violates the privacy, publicity, moral or any other right of any third party
* Contains editorial content that has been commissioned and paid for by a third party, (either cash or goods in barter), and/or contains paid advertising links and/or SPAM or "Stupid Pointless Annoying Messages." We define SPAM as anything that qualifies as nonsense unrelated to the discussion, either in comments on a blog or in our forums. This nonsense may take classic forms (e.g., simple links to unrelated content that are often advertising or e-commerce), or more insidious forms.

The RTC:Rural staff define and determine what is "unacceptable content" on a case-by-case basis-and our definitions are not limited to this list. We reserve the right to change these standards at any time with no notice. We also reserve the right to remove links to any content at any time.

We welcome your help upholding these guiding principles. If you are concerned about any content you see on any of our online forums, we urge you to contact a member of the RTC:Rural staff directly.

Thank you for working with us to create a respectful and enjoyable online environment.

**The University of Montana Rural Institute on Disabilities RTC: Rural Social Media Policy**

Introduction

Social media are highly accessible, interactive tools for creating, distributing and or sharing online content. Social media tools allow users to generate and exchange content and engage in peer-to-peer conversations. . RTC: Rural posts rural disability messages, photos, videos, news and events to its social media platforms to inform stakeholders about rural disability issues and encourage them to participate in dialogue and discussion, as well as drive them to the RTC: Rural website. RTC: Rural follows the University of Montana social media guidelines

(<http://www.umt.edu/webcommittee/social_media.php>).

The following RTC: Rural internal social media policy describes specifically how RTC: Rural will use social media.

Facebook, Twitter, and YouTube are popular social media tools, among others, and they offer effective ways to connect with a variety of audiences. At this time RTC: Rural is using them to share disability information with the general public. It is recognized that center staff should also have immediate access to this information on a daily basis so that they too might benefit from our ongoing messages. Consequently, computer access for all employees to RIIC Facebook and designated social media sites are not blocked. For example, all staff is encouraged to ‘like’ the RIIC Facebook page. It is appropriate for staff to log into designated social media sites during work hours for work related functions, such as viewing the agency Facebook page or as part of RTC: Rural project work. Personal/non-business use of the Internet, including the use of Facebook is expected to be kept to a minimum.

For RTC: Rural Employees

The following are guidelines for RTC: Rural employees and students who participate in social media. Social media includes personal blogs, other websites, and social media, including Facebook, LinkedIn, Twitter, YouTube or others. These guidelines apply whether employees and students are posting to their own sites or commenting on other sites:

1. You must not share confidential or proprietary information about RTC: Rural. Among the policies most pertinent to this discussion are those concerning individuals’ confidentiality, government affairs, mutual respect, and political activity. Photography and video use must include a media consent form from the participating individuals. (Available: V:\MEDIA\Photo and Video Release Form\Image-Recording Release-2015)

2. Write in the first person. Where your connection to the RTC: Rural is apparent, make it clear that you are speaking for yourself and not on behalf of RTC: Rural. In those circumstances, you should include this disclaimer: "The views expressed on this [social media page; blog; website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social media profile.

3. If you identify your affiliation to RTC: Rural, your social media activities should be consistent with RTC: Rural’s high standards of professional conduct.

4. If you communicate in the public internet about RTC: Rural or RTC: Rural-related matters, you must disclose your connection with RTC: Rural and your role.

5. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on RTC: Rural. Be respectful and professional to fellow employees, and all other stakeholders and audience members.

6. Ensure that your social media activity does not interfere with your work commitments.

7. RTC: Rural discourages “friending” of consumers or partners of the RTC on your private social media websites, except in unusual circumstances such as the situation where an in-person friendship pre-dates the professional relationship. Instead, invite them to “friend” the RIIC Facebook, or engage in other RTC:Rural social media channels.

8. RTC: Rural discourages staff in management/supervisory roles from initiating “friend” requests with employees they manage. Managers/supervisors may accept friend requests if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.

9. Unless approved by RTC: Rural, your social media name, handle and URL should not include RTC: Rural name or logo.

10. If you have questions about what is appropriate to include in your social media profile(s), ask the Director of Knowledge Translation and/or the University of Montana Web Committee (<http://www.umt.edu/committees/uweb.aspx>)

RTC: Rural approach to Social Media

RTC: Rural has designated staff for social media dissemination. Designated staff will meet once a month to evaluate to discuss general social media use. There may also be individual meetings among other staff that use different social media for specific project activities. Use of social media for those projects shall follow the UM and RTC: Rural social media policies as well.

Each social media activity should link to other appropriate RTC: Rural and RIIC social media accounts. For example, appropriate Tweets and YouTube video links should be shared on RIIC Facebook.

RTC Rural Social Media Accounts

YouTube

RTC: Rural will use one YouTube channel. A YouTube channel has been created for the RIIC at <https://www.youtube.com/channel/UCMv6l05jUKCBP_wjnsfB30Q/feed>.This channel can be used to post educational videos to share with the general public or to be used for research and development projects. RTC: Rural staff will post videos that have been approved by the designated staff. Staff can also request a video be posted to the center YouTube channel by emailing designated staff. Other staff may develop a separate YouTube channel for specific project activities; however, they are advised to link those channels to the RIIC YouTube channel as appropriate.

Facebook

RTC: Rural content is featured on the RIIC Community page. Content to be added from RTC: Rural will be used to raise awareness about rural disability issues and topics in areas such as employment, health, and community living. RTC: Rural may expand its RIIC Facebook content in to include Facebook group accounts for specific projects.

RTC: Rural Facebook messages:

* Messages will be posted once a week by the designated RTC: Rural staff. However, some messages may be timely and need to be posted more frequently.
* Messages can be a maximum of 420 characters, but it is recommended that posts be 250 characters or shorter to allow the post to be viewed completely in the newsfeed. Posts can link to the RTC: Rural website, Rural Institute on Disabilities website or other relevant sites for more information.

*The RIIC Facebook page includes the following Descriptions and General Information:*

Improving the skills, abilities, and quality of life of people with disabilities in rural communities, including their families and those who support them.

Since 1978, the University of Montana Rural Institute has worked to improve the skills, abilities, and quality of life of people with disabilities in rural communities, including their families and those who serve and support them.

The Rural Institute is part of the University of Montana located in Missoula, Montana.  
  
We value…  
• Inclusion  
• Integration   
• Independence/Interdependence  
• Productivity  
  
What we work towards…  
Individuals with disabilities and their families, especially those living in Montana and other rural/frontier communities, experience an improved and satisfying quality of life.

We engage in research, provide education and interdisciplinary training, and develop model services that improve the skills, abilities, quality of life and satisfaction of people with disabilities in rural communities, their families and those who serve and support them.   
  
We practice: (a) respectful partnership, (b) informed leadership and (c) evidence-based agenda-setting.

[http://www.ruralinstitute.org](http://www.ruralinstitute.org/)

This is the official Rural Institute for Inclusive Communities (RIIC) Facebook page. We post content on to promote information and discussion about rural disability issues, to share information, news and events, and to engage individuals.

Thank you for being a supporter of the RIIC. We welcome your questions and comments on our posts. We will do our best to respond with appropriate information or resources. While we cannot provide individual recommendations or advice, we will provide periodic resources to organizations, agencies, and websites which may provide broad technical assistance.

Please keep comments on topic and suitable for everyone. We may remove a comment if it is deemed offensive or inappropriate. We will also remove and report any comments which may be interpreted as spam, scams, or containing hate speech or violent speech. If you detect an inappropriate comment, please submit a complaint to:

Disclaimer: Shared comments and images by others do not necessarily represent the views of the RIIC. External, non-RIIC links on this site do not constitute official endorsement on behalf of RIIC.

Twitter

RTC: Rural will have one Twitter account. Tweets will be used to disseminate short succinct announcements such as links to updated information on the RTC: Rural website, YouTube Channel, etc., as well as to re-tweet appropriate information from other credible sources. Tweets shall be approved by the designated RTC: Rural KT staff.

RTC Rural Social Media Record keeping

* RTC: Rural social media activities will be tracked and measured using web analytics and social media influence software.

How to submit a posting for RTC: Rural Social Media

RTC: Rural staff is encouraged to propose/generate post ideas. Message ideas can be submitted by emailing designated staff. The designated staff then reviews submissions weekly (or sooner as needed) and may confer with the KT Director for review and approval before posting. Post ideas should fall under the goal of engaging our audience to become better acquainted with an important disability issue, feature training opportunities, highlight resources, and generate dialogue around a specific topic.

Examples of appropriate messages:

* Updates to RTC: Rural Research and Development Projects
* To gather feedback and ideas by posting links to surveys, polls, etc.
* Highlight Rural Disability news in the Media
* Links to RTC: Rural news releases, Fact sheets, Research Reports, newsletters, etc.
* YouTube videos produced by RTC: Rural and other approved agencies that would be meaningful for RTC: Rural to add to the conversation about rural disability
* Disability Policy updates
* Agency events. RTC: Rural may host events such as the State of the Science Conference, Trainings, Workshops, etc. that inform on rural disability issues
* Program promotion. RTC: Rural programs provide a wide array of services that are available to multiple stakeholders, especially service providers and people with disabilities

RTC: Rural Best Practices for Using Social Media

RTC: Rural uses a best-practice approach to social media based on literature and experience. As such, the following practices are applied to social media activities, and users are advised to follow UM Social Media Guidelines as well <http://www.umt.edu/webcommittee/social_media.php>

Account Management:

* All RTC: Rural Social Media email accounts and passwords will be filed on record with the Rural Institute IT Director as well as with the KT Director and other designated staff.
* The number of administrators for each social media platform shall be kept to a minimum.
* The RIIC IT Director will have administrative rights to all RIIC social media pages and platforms.
* If you’re not ready to activate the account, try to make it hidden, or if you can’t do that, post an initial message– “*Thanks for visiting our page, we’ll be launching shortly so come back soon!”*
* Unused/unmanaged accounts should be shut down, however, it is important to consider the following:
  + All temporary sites created should have an “exit plan.” Examples include Facebook pages for specific research or development projects that have project end dates.
  + If you have a time-limited social media campaign or temporary site, but still have a lot of traffic, don’t cut off that funnel of interested visitors wanting to know more about your organization. Take down the site (make sure you archive your digital assets) but hang onto the domain URL (those are super inexpensive and worth the cost if it means generating an additional stream of traffic). Use a website redirect to your new campaign site, social media page or official web property to connect them with content that’s current.

Photo Use:

* Only quality photos-72 dpi is okay for social media
* Do not “tag” individuals in photos without their consent

Logos:

* Use only UM updated logos-current dept. logos ([www.umt.edu/brand/photos.php](http://www.umt.edu/brand/photos.php)) link will give you info about what kinds of photos are UM appropriate, access to logos, etc.
* Use only updated RIIC and RTC:Rural logos available here: \\siberia.gs.umt.edu\SpecialPermission$\rtc\_KnowledgeTranslation\Art & Media

Content:

* Maximize content by repurposing: use same content on several social media channels
* Link different social media channels together with automated posting as much as possible (i.e., Blog post automatically posts to Facebook)
* Do not collect personal information without consulting the [IRB](http://umt.edu/research/complianceinfo/IRB/default.aspx)



**Key Words List**

**Online Engagement Presentation APRIL 2016**

1. assistive technology

2. reasonable accommodation

3. sign language interpreter

4. center for independent living

5. people with disabilities

6. jobs for people with disabilities

7. disability rights

8. independent living skills

9. disability resources

10. independent living center

11. deaf and hard of hearing

12. self-advocacy skills

13. orientation and mobility

14. person centered services

15. travel training