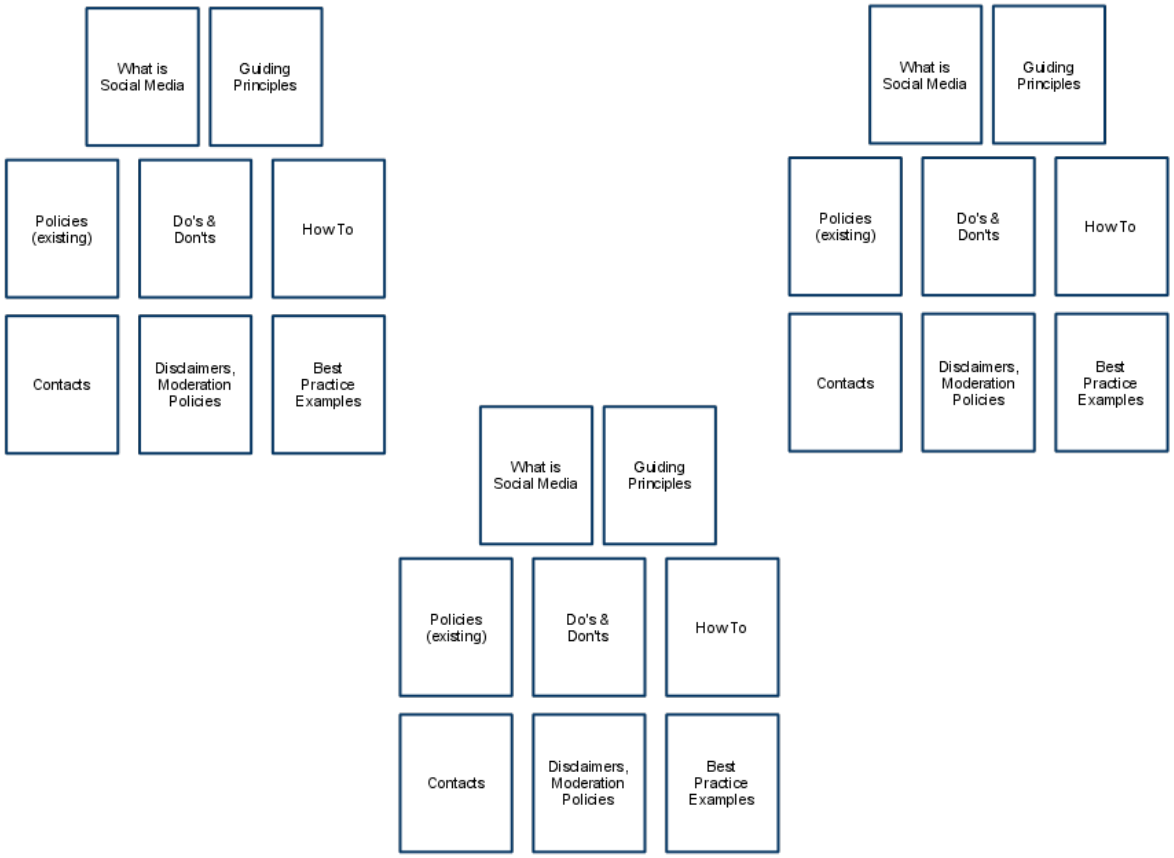
Social Media Guidelines

How could we create a common set of guidelines?

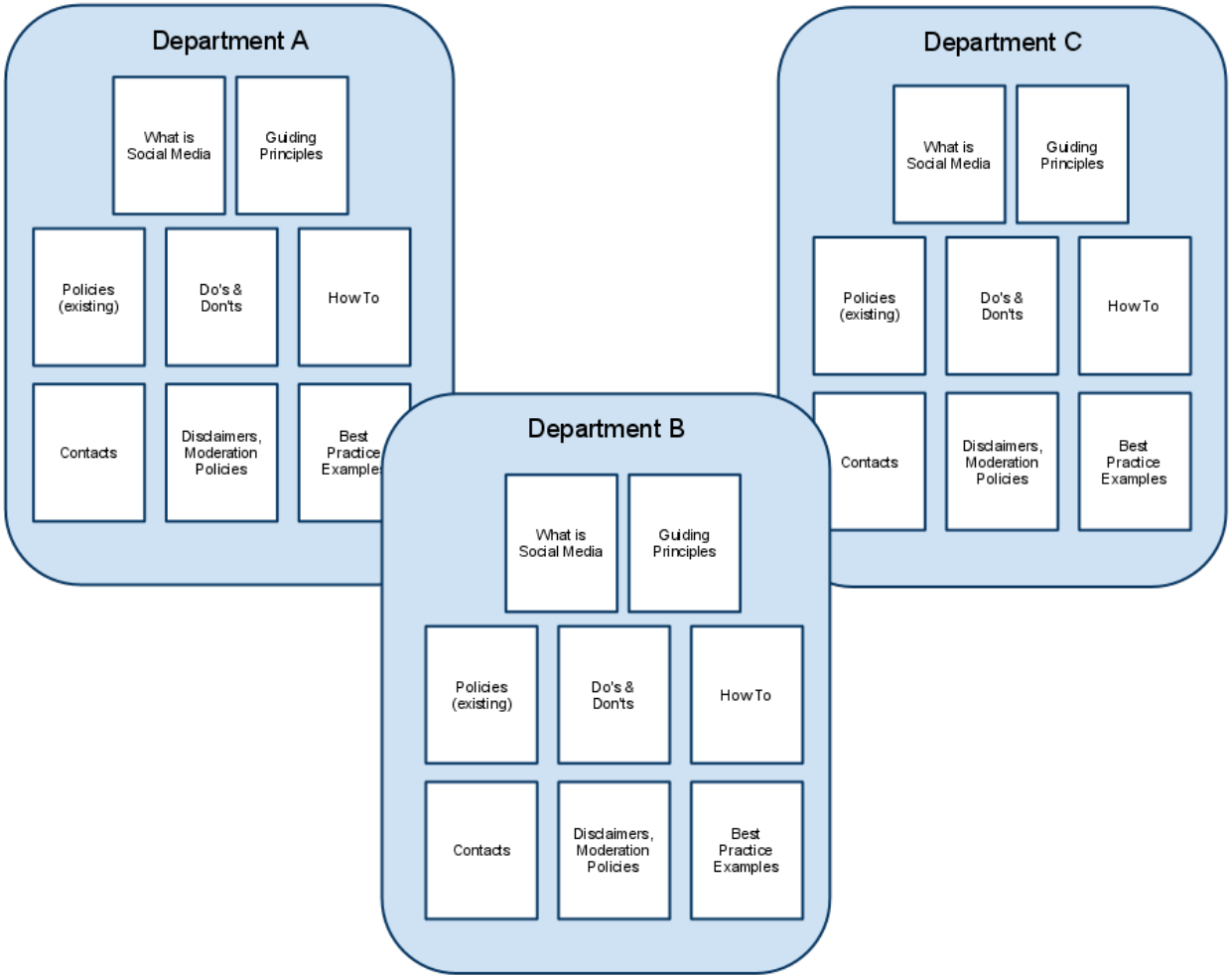
- Draft initial content
- Establish a way to:
    - Share
    - Review
    - Synthesize
- Formalize a process to:
    - Recommend
    - Approve
    - Publish

Social Media Guidelines

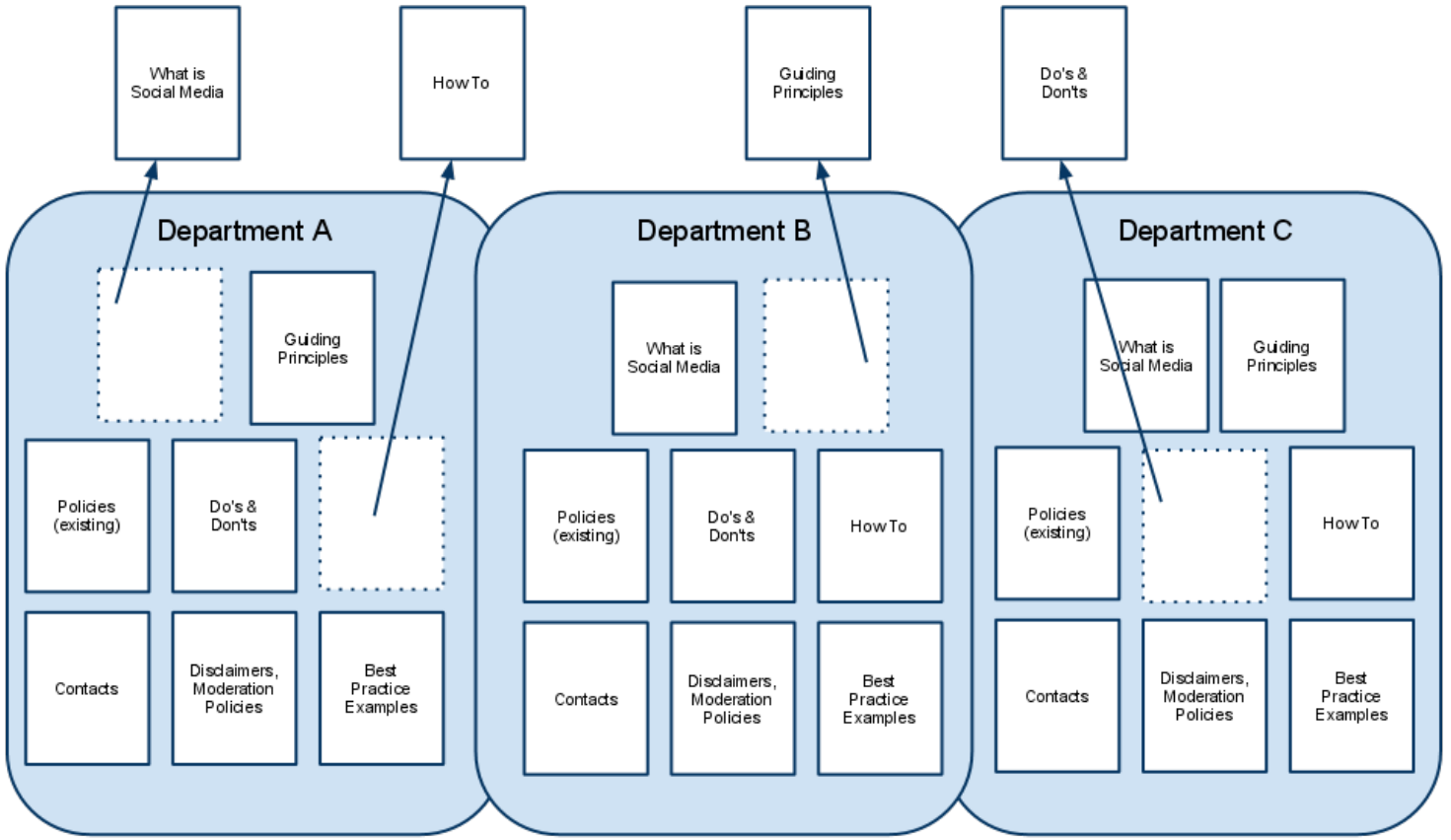
Common need, but with nuances



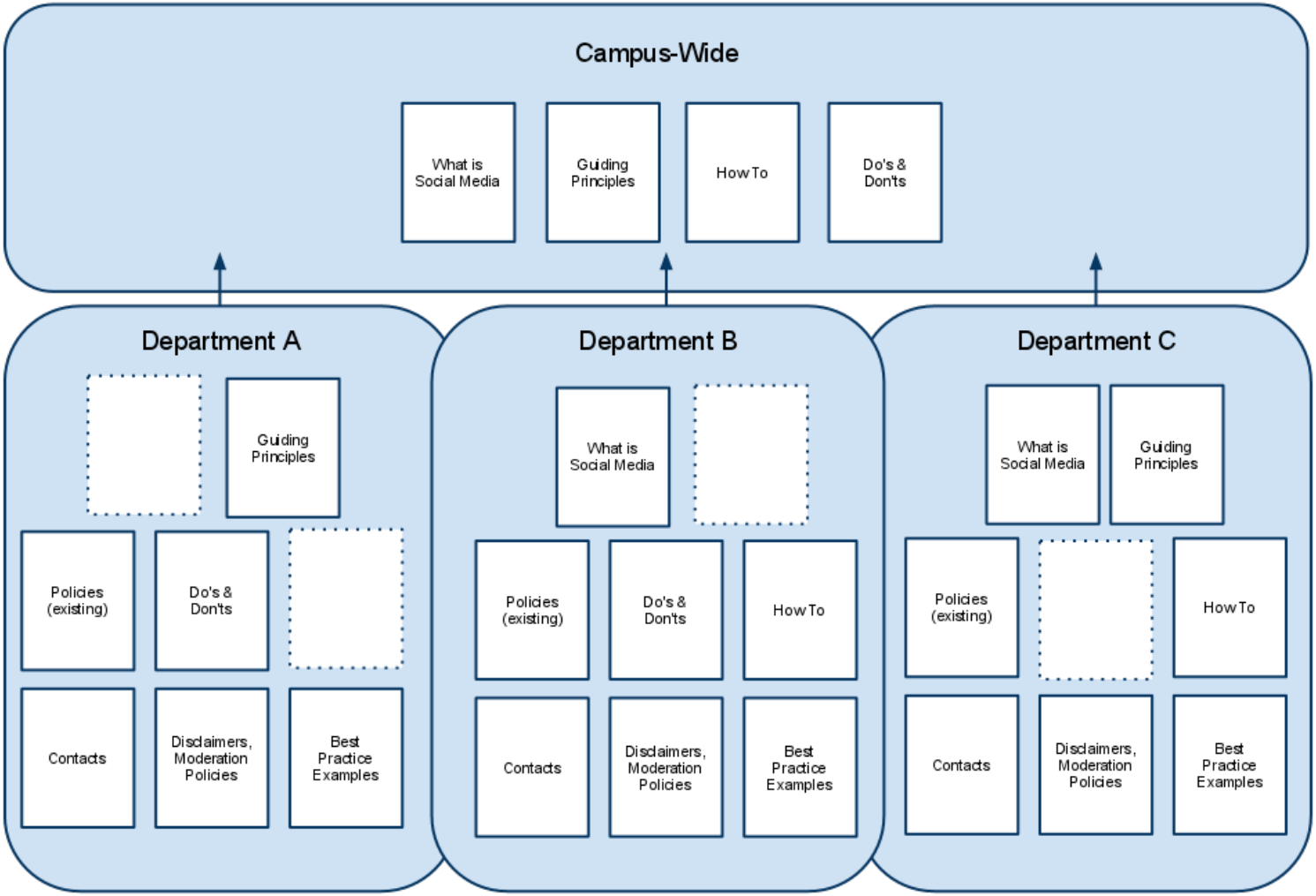
Immediate need = Immediate action



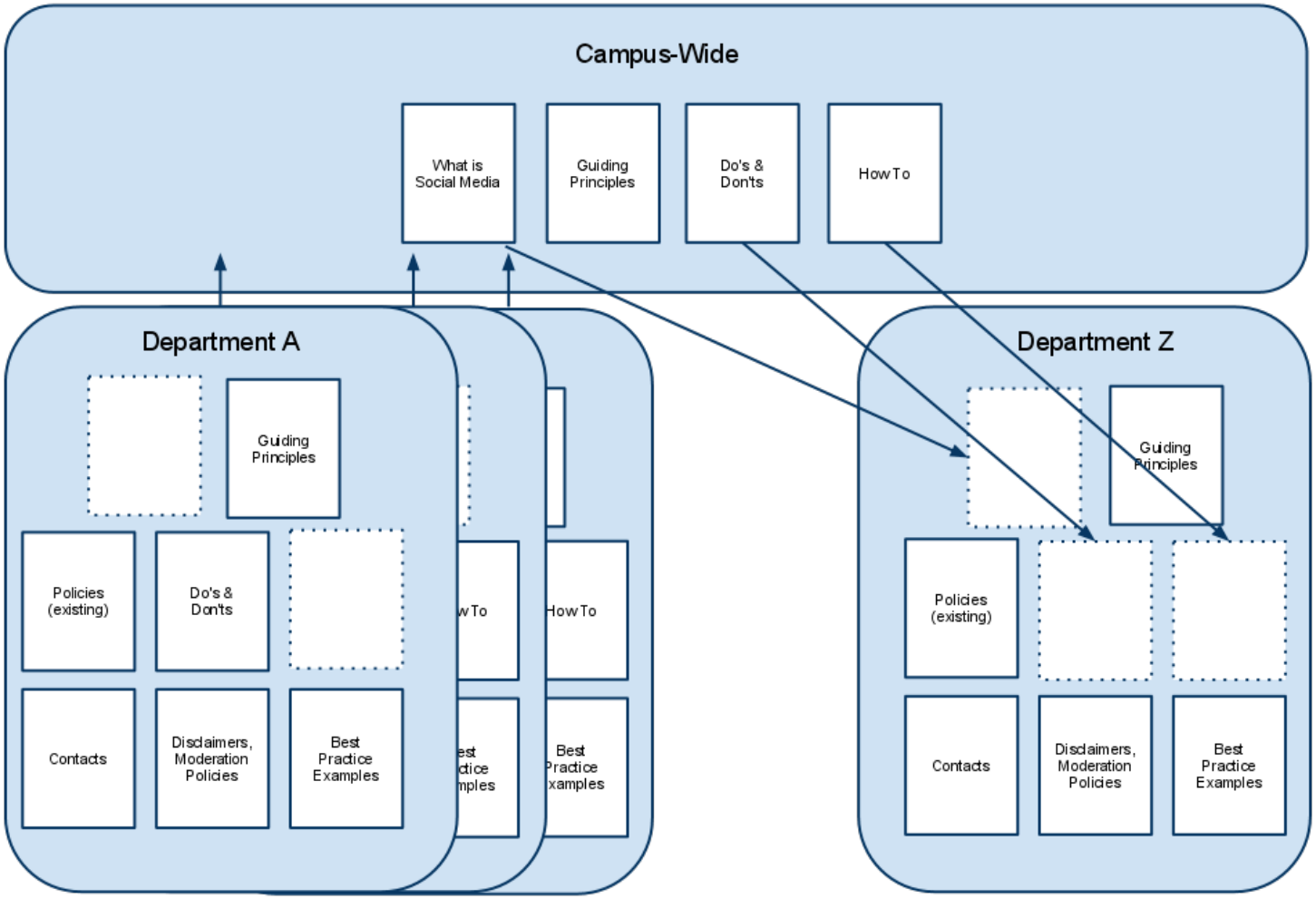
Share, Review & Synthesize



Recommend & Approve



Distribute


Campus-Wide
What is Social Media
Guiding Principles
Do's & Don'ts
How To
Department A
Guiding Principles
Policies (existing)
Do's & Don'ts
Contacts
Disclaimers, Moderation Policies
Best Practice Examples
Department Z
Guiding Principles
Policies (existing)
Contacts
Disclaimers, Moderation Policies
Best Practice Examples