



Marketing & Outreach – Social Media

OVERVIEW

Social media is an important tool for your 'Canes Community to utilize to foster constituent relationships and create a greater sense of community among your constituents. 'Canes Communities are invited to participate in the following UM Alumni Association social media initiatives:

- **FACEBOOK:**
<HTTPS://WWW.FACEBOOK.COM/MIAMIALUMNI>
- **TWITTER:**
HTTPS://TWITTER.COM/UM_ALUMNI
- **INSTAGRAM:**
<HTTPS://WWW.INSTAGRAM.COM/UNIVMIAMI/>
- **LINKEDIN:**
<HTTP://WWW.LINKEDIN.COM/GROUPS/UNIVERSITY-MIAMI-ALUMNI-ASSOCIATION-2699233>

Beyond joining the UM Alumni Association's existing social media communities you are also encouraged to create social media platforms for your 'Canes Community. Examples of social media platforms to use include the following:

- Facebook
- Twitter
- LinkedIn
- Pinterest
- Instagram
- Snapchat
- Google+

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GUIDELINES

- 'Canes Communities are responsible for managing the administrative maintenance tasks for all of their social media outlets. Examples of administrative maintenance tasks include the following:
 - Posting new content/photos/videos/information on a regular basis.
 - Monitoring and responding to inquiries/posts/feedback from constituents.
- It is recommended for 'Canes Communities to have at least two (2) Executive Board members with administrative access for each 'Canes Community social media outlet.
- 'Canes Communities should use discretion when blocking/deleting responses posted on 'Canes Community social media outlets. 'Canes Community Executive Board members with administrative access should try to communicate with constituents before blocking/deleting negative posts. It is important to remember that social media is considered a public domain and 'Canes Communities should only resort to blocking/deleting content as a last result.
- It is important to remember that you are seen as representing the University of Miami and UM Alumni Association with the content that is posted on your 'Canes Community's social media outlets and it is important to maintain positive messaging when posting any University-related content.



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GUIDELINES (CONTINUED)

- 'Canes Communities are required to keep their social media outlets up-to-date with upcoming event information, photos, and 'Canes Community contact information. For many constituents, viewing a 'Canes Community's social media outlet is their first impression of the 'Canes Community and it is a missed engagement opportunity if the social media outlet is not up-to-date.
- To ensure consistency in branding, please refer to the 'Canes Community Communication Style Guidelines for information about what are the correct University of Miami logos, colors, institution name and UM Alumni Association 'Canes Community chartered names/official logos to use on your 'Canes Community's social media outlets.
- The following items are not acceptable for inclusion on 'Canes Community social media outlets:
 - Offensive language or images.
 - Images depicting illegal behavior, such as underage drinking.
 - Self-promoting or providing advertising links to businesses.
 - Language, images/videos depicting the University of Miami or UM Alumni Association in a manner that does not adhere to UM Alumni Association standards.
 - In accordance with NCAA compliance requirements, 'Canes Communities are strictly prohibited from using the likeness of or referring to prospective student-athletes and/or current student athletes in any type of 'Canes Community marketing/outreach medium. **Please refer to the NCAA Compliance Section for more information.*