



## ETIQUETTE GUIDELINES

### ***University-generated content***

Anyone using social media at The University of Alabama should be aware that content published on University-driven social media accounts may be subject to policies outlined in the UA Staff Handbook, including, but not limited to, the Standards of Behavior section. Other UA policies and documents that may govern the use of social media include, but are not limited to, the World Wide Web Policy, Code of Student Conduct, and the Human Resources Policy.

Anything that would be deemed a violation of policies in a face-to-face or telephone communication would likely be considered a violation of those same policies if it took place within the social media environment.

To manage/monitor user-generated content, University-driven social media accounts may want to consider including the following in the About section of their social channels:

*Disclaimer: While we welcome all feedback and encourage engagement in the social space, all comments will be moderated, so please be respectful of comments posted by others. We ask that all users refrain from hate speech or profanity. See our user-generated content etiquette guidelines for more detail.*

### ***User-generated content***

*The following types of posts or comments are subject to deletion:*

- Posts/comments that are off topic of the original post
- Posts/comments that harass, threaten or abuse others
- Posts/comments that could be perceived as offensive
- Posts/comments that are commercial advertisements
- Posts/comments that are spam
- Posts/comments that support a political candidate or initiative
- Posts/comments containing links
- Posts/comments featuring unlawful activity
- Posts/comments that are repetitive in nature
- Posts/comments that attack any group or individual, including other users, prospective and current students, administration, faculty, staff or any other University personnel
- Posts/comments containing profanity, racist, sexist, discriminatory or derogatory content

Comments that are in the context of the original post and do not commit any of the above violations will be allowed to stand, regardless of tone.

***\*\*Continued violations of the above guidelines could lead to poster being blocked or banned\*\****