Get social.
Thinking about getting on social media? Read this overview first, and then view the full policy online.

A social media network can be a great way to communicate with various audiences in real time, but a lot of effort and strategy goes into maintaining that network. Before starting a social media channel, ask yourself the following questions:

GOALS
1. Who is your audience? (Students, faculty/staff, donors, etc.)
2. What do you hope to accomplish with this account?
   a. Objectives should be S.M.A.R.T.
      i. Specific
      ii. Measureable
      iii. Attainable
      iv. Relevant
      v. Time-bound
   b. For example: To garner 1,000 engagements (retweets, shares, likes, etc.) on our social media account by the end of 2014.
3. Do you have plans to add additional social media accounts in the future?

CONTENT
4. What kind of content will you post? (photos, links, videos, etc.)
5. Who will be responsible for posting?
   a. Will someone be available to respond quickly to questions or accusations? This includes during off-hours.
   b. If representing an official department, college, etc., don’t rely solely on students to be your admins; make sure at least one (ideally, two) staff/faculty member has access to the account.
6. How often will you post? You’ll want to update any social media account you have on a regular basis; once every month or two won’t cut it.

BRANDING
7. Before setting up an account, please make sure you conform to IU brand standards.
8. Below is a cheat sheet of social media image dimensions (in pixels). More figures are online.
   a. Facebook cover photo: 851x315
   b. Facebook profile photo: 180x180
   c. Facebook wall image: 1200x1200
   d. Twitter header: 1500x500
   e. Twitter avatar: 400x400
   f. Twitter post image: 880x440
   g. Instagram profile photo: 161x161
   h. Instagram image feed: 510x510
ADDITIONAL POLICIES
IT/Cyber security policies
Student conduct
Employee conduct
Confidentiality of student, medical and personal information
Academic handbook
Political and lobbying regulations
Copyright 101
IU licensing and trademark policy
IU social media policy (unabridged)

PROHIBITED CONTENT
The social media policy applies to professional activity that is part of official IU communication.

The following content and online activity is strictly prohibited on IUPUI-affiliated social media accounts: lewd or indecent conduct, threat of physical harm, stalking, forgery, intentional disruption of university activities, advocating or causing the damage of university property, illegal discrimination, harassment (including sexual harassment), use of official campus accounts for personal monetary gain, or any intentionally malicious, defamatory, degrading or hateful material. This does not include frank discussions, criticisms or opinion. Please review the unabridged IU social media policy for further details.

Violation of this policy can lead to the removal of said post, social media account and/or disciplinary action.

HELP/REGISTRATION
IU Communications is here to help offer advice as you set up your social media account(s). Join the IUPUI social media family: Let us know about your account and, in return, receive free advice from our team, and don’t forget to view the unabridged IU social media policy:

• Sam Thompson, social media specialist: samkthom@iu.edu, (317) 278-3540

• Kristofer Karol, org. comm. and social media manager: kkarol@iu.edu, (317) 274-0176

To alert us to any posts you might want publicized on official IUPUI (@IUPUI) accounts, please tag us, as we’ll receive pings on our phones anytime “@IUPUI” is mentioned. Not sure if an account already exists for your college, school, department or group? A listing of existing accounts registered with IUPUI is available online.