

# NIRSA Social Media Policy

## Get started!

Talk to NIRSA's Marketing Team ([marketing@nirsa.org](mailto:marketing@nirsa.org)). Social media usernames, logins, hashtags, and other social media components may not use NIRSA's name or images without prior approval from the NIRSA Marketing Team.

## Incorporate social media into what you already do

Social media is a fun and powerful tool when broadcasting announcements, sharing resources, getting feedback, and encouraging supportive, dynamic relationships in our personal lives. We can utilize social media within our professional world, as well. You can (and should!) enthusiastically partner social media alongside your typical routine as an NIRSA employee, member, and/or volunteer.

## Balance it all

Strike a balance between online social media and other methods to achieve you or your group's goals. Oftentimes, social media is used to enhance—not replace—traditional marketing and member communication. Social media itself is not always the best practice, but rather a conduit through which good practices are communicated and celebrated!

## Be authentically NIRSA

You or your group's social media presence should communicate your authentic voice, while also staying true to the NIRSA community at-large. Facebook and Twitter accounts personify a community consisting of many unique voices into one streamlined, singular voice. And though each NIRSA member's identity is

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Inspired by ACUI's Social Media Posting Guidelines for ACUI Employees and Volunteers.  
<http://www.acui.org/socialmedia/>

multi-faceted, personal Facebook and Twitter accounts often offer a persona of one individual. Whether communicating through a personal or group social media account, let it possess a positive and engaging voice.

Likewise, any account or post connected to NIRSA cannot endorse commercial brands.

## Say who you are

NIRSA members love sharing ideas and expertise and social media makes this mission even easier. Let's honor our values of transparency and open communication by never posting anonymously or with pseudonyms. Doing so allows you or your group to take further pride in your work, which offers value to our interactions in social media.

## Copy-cat the right way

Always attribute credit when using someone else's words, images, or ideas so as to not infringe on copyright or intellectual property rights.

And really, there's no reason to copy without credit. Instead of paraphrasing someone else's work, endorse it by linking to the original source. Doing so encourages open communication, supportive peers, and credibility to both you and the source you cite.

## Keep the private stuff private

Be considerate and protective of NIRSA and NIRSA members' privacy by not publishing confidential information, such as financial information or personal member information.

## Play nice and take the high road

Strengthen our community through social media by participating in dialogues and interactive elements in a positive way. Please communicate any sentiment contradictory or in conflict with the NIRSA website directly with NIRSA

Headquarters. On social media platforms, NIRSA employees, members and volunteers, should offer respectful and complimentary comments rather than potentially inflammatory ones.

If you see misrepresentations made about NIRSA in the media, you may point that out. Always do so with respect and with the facts, taking the high road. While emotionally-charged disagreements attract posts and traffic in social media, it doesn't help anyone achieve their long-term goals.

## Hey, mistakes happen

Social media is fast—sometimes too fast, which sometimes causes users to post hastily in the name of time. If you goof, go ahead and change it, letting your followers/viewers know that you've done so.

That said, NIRSA only endorses individuals and groups whose posts align with NIRSA's guidelines. To ensure continued support from NIRSA, be sure all posts are in accordance with these guidelines before publishing it to any social media outlet.