



# SOCIAL MEDIA GUIDANCE

Making your group remains safe online.

## SOCIAL MEDIA PAGES

### Think Before you Post



Student Groups are liable for the posts on their Social Media Pages. You are representing the University so should adhere to the Social Media Policy for Students.

## PROMOTING YOUR ACTIVITY

### Sell Your Group



Social Media is key in advertising to your members (and potential new members) what your group does. Make your content engaging and fun. Show the activities that you run.

## GROWING YOUR GROUP

### It's Free Advertising



Using Social Media lets people know you exist. Don't post once a month and don't over post. Using these pages/groups effectively will keep members engaged and help you grow.

## REPORT INAPPROPRIATE CONTENT

### Making It Safe For Everyone.



Including your Messaging Groups, you are responsible for reporting inappropriate content shared on these sites. Contact your Coordinator if you have any concerns or complaints.