

Social Media Guidelines for Students

You may not realise it, but responsible use of social media is a very important issue. When communicating on social media channels, you are potentially putting yourself out there for the world to see – not just your friends as you may think. Here are some guidelines to help you to act responsibly as an NMMU student.



Do's:

- ▶ Post your accomplishments and achievements
- ▶ Display your passions!
- ▶ Show your service
- ▶ Share your travels



Don'ts

- ▶ Indicate any illegal activity
- ▶ Expose too much skin
- ▶ Parade your personal displays of affection
- ▶ Be overly negative

Facebook privacy settings

Do you know how to change your Facebook privacy settings? Have you ever considered the fact that people you don't even know are able to view your Facebook profile and every status update, comment, or photo you post or get tagged in? Have you ever considered the fact that your lecturers, professors, advisors, parents, employers, etc. can view everything you post on Facebook?

Ten points to remember when posting on social media channels:

1. Will anyone really care about this content besides me?
2. Will I offend anyone with this content? If so, who? And does it matter?
3. Is this appropriate for a social portal, or would it best be communicated another way?
4. How many times have I already posted something today?
5. Did I use the spell check?
6. Will I be OK with absolutely anyone seeing this?
7. Is this post too vague? Will everyone understand what I'm saying?
8. Am I using this as an emotional dumping ground? Should I maybe use a different outlet?
9. Am I using too many abbreviations in this post and starting to sound like a teenager?
10. Is this reactive communication or is it well thought-out?

NB! If you bring the university into ill-repute in your social media posts, you may find yourself with disciplinary action being taken against you. So please think before you post and remember that your personal brand could be at stake!



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