The University Of
TAMPA

SOCIAL MEDIA
BEST PRACTICES

(0.21)

INTRODUCTION

The University of Tampa has crafted the following best practices guide to help clarify how best to utilize social media to further UT's mission and how to enhance and protect personal and professional reputations when participating in social media. Employees maintaining University social media sites must refer to the Social Media Policy.

Social media is defined as media designed to Sed as fTf 0 0 0 0 0 Tc -0 -2.134 aTcc augh1 (oci)5 (al)10 (m)-4 e) 4 ai)5 (net

- Don't follow someone just because they follow you. Review the feed from the requestor and see if their content is appropriate h