

A woman with curly hair, wearing a yellow top, is smiling and holding a dark blue smartphone. The background is a solid light blue. The text "Digital Etiquette" is overlaid on the right side of the image in a large, dark, serif font.

Digital Etiquette

Why we're all here

The way you interact with people on social media, via email, on Zoom, etc. it ALL has an impact on not only yourself, but also the Office of Student Media.



Student Media Social Media Policy

- As members of the Office of Student Media, students are encouraged to participate in social media sites including (but not limited to) Facebook, Twitter, Instagram and LinkedIn. These sites serve as valuable reporting tools and as a means to share and promote the work of student organizations.
- Whether through a personal or organization-branded account, the actions of a student on social media represent and therefore have the power to impact the Office of Student Media and its organizations.

Personal/Org Social Media Best Practices

- Think before you post.
- Engage the community.
- Maintain your credibility.
- Act professionally.
- Protect confidentiality.
- Remember copyright law.
- Screenshots never die.

Social media as an employee

- If you think for even a second "should I post this," the answer is probably no.

If you are active in political and societal conversations on social media, it is **STRONGLY** encouraged to add "opinions do not reflect my employer" in your social media bios. The *Daily Beacon* is an unbiased news source, so you need to ensure that your opinions are your own.



← don't be these guys.

or this gal ↓



Social media as a journalist

- Fake news
- News overload
- Negative comments / reactions



- Disseminate news quickly
- Gather sources and information
- Positive comments / reactions

Social Media as a Reporting Tool

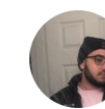
1. Social media sites are an additional avenue for reporting, NOT a substitute for face-to-face interviews and gathering information in-person.
2. Whenever possible, confirm information gathered via social media sites with an in-person or over-the-phone interview.
3. Be transparent with audiences when using information that was obtained solely through a social media site or through messaging on a social media site. Link out to social media posts as appropriate for support.
4. Be clear on who you are, what you need and where your story/content will and/or could run when contacting a source through a social media site. The informality of social media sites makes it easier for potential sources to misunderstand your intentions and the impact of cooperating.

Social Media as a Story Source

To reference a social media post as a source, you can write: "according to a Tweet by UTPD on August 21..." or "...Jones said in a Tweet on August 21. "

If you reference a public social media post, link out to the post in your article. Editors/copy editors can then embed it into the post.

"My classmates come before anything else," the Tweet said. "Always."



"stupid-ass nurse"
@Nurse_Aussie_ · [Follow](#)



For the sake of previously undelivered transparency:

Though I try to stick to the facts, my perceptions and opinions are that of my own— not that of my institution or affiliated organizations.

My classmates come before anything else. Always.

An Update on Funding for Student Programs

the latter part of the 2018 Spring Semester, the niversity of Tennessee engaged in conversations garding the Student Programs and Services Fee (SPSF). udent leaders knew that these would be long, hard nversations. For the sake of transparency, I have chosen inform you of a somewhat hush-hush meeting that curred on Tuesday July 17, 2018.

1. The equitable distribution of [SPSF monies] among registered student organizations;
2. The excessive costs of select programs;
3. The calculated cost of attendance, per participant;
4. The use of SPSF funds for controversial speakers/events;
5. The "earmark" of SPSF funds for select student programming boards;
6. CEB's use of approximately 1/3 of its entire budget on Volapalooza;
7. The overall distribution of student health programming.

(paraphrased). I have two grievances with the Vice Chancellor's request to not record this discussion. 1) Nearly every person in the meeting was a student elected by their respective constituents to engage in conversations about student issues. As a student representative, I have nothing to hide when it comes to discussing the interests of my peers; though I cannot speak for my fellow student representatives in the room, I do not believe that they do either. 2) The purpose of the meeting was to discuss how to allocate money that is provided by *students* through "Option-1" so that *student* organizations can host events on campus. I am not a representative of the University of Tennessee.

There are many questions left to be answered when it comes to SPSF and SPAC. It is true that money, ethics, and law are interrelated with this topic. I urge all stakeholders to place fiscal responsibility in the context of moral righteousness rather than placing moral righteousness in the context of fiscal responsibility. For multiple years, I've watched issue after issue come and go—each time, our elders tell us to wait, to compromise, to reconcile differences. Tapping into the orations of the late Dr. King, I stress that progress never rolls in on the wheels of

5:50 PM · Jul 18, 2018



♡ 52 💬 Reply 🔗 Copy link

[Read 1 reply](#)

After breaking the news, Smith said "swift steps were taken to reprimand (him) within the hour" and

Social Media as an Art Source

Once a photo or video is taken, it's considered copyrighted. Even if it's a live stream, it's copyrighted.

That means, you CANNOT use a photo from a social media site and simply credit the source, even if it is made on a public profile. You MUST request permission, and it must be permission from the ORIGINAL POSTER.

When requesting permission, be sure to do it through an Office of Student Media profile so that you have permanent record of the request.

Where on earth should you post?

When determining where you should post content, consider the following...

- Where is your target audience looking for news information?
- According to PEW Research Center, it's Facebook, Instagram, a few other platforms... and then Twitter
- Post where the MOST readers/viewers are going to see it



How on earth should you post?

When determining what you should do with your social media posts on your personal or org account, consider the following:

- Content/caption should follow the 3-second rule... you have limited time to capture + retain your audiences attention
- Content/caption should be straight to the point and link out to more information
- Content/caption should TAG the appropriate people, locations, hashtags, etc.

Switching gears... what if you're on Zoom?

As a writer, Zoom is a half-step between an in-person interview and phone call.

- Please dress professionally, even if you're doing the Zoom call from home. It can even be pajamas on the bottom, work on the top.
- Limit distraction. Put Penny the Pug and Cheshire the Cat away for the duration of the call.
- Be professional. Please get rid of your silly Zoom background and opt for something more professional.



Let's talk about emailing....

When contacting a source, please keep the following in mind...

- Be respectful. Start an email with "Dear..." or a formal "Good afternoon" not "Hey" or "Hi."
- Introduce yourself. Many don't know who the Office of Student Media is, or have worked with multiple reporters.
- Be concise and to the point. The number of emails you get a day? Chances are your source gets the same amount or more.
- Sign your email with important information - name, position, contact information.

Let's talk about emailing....

When emailing in general...

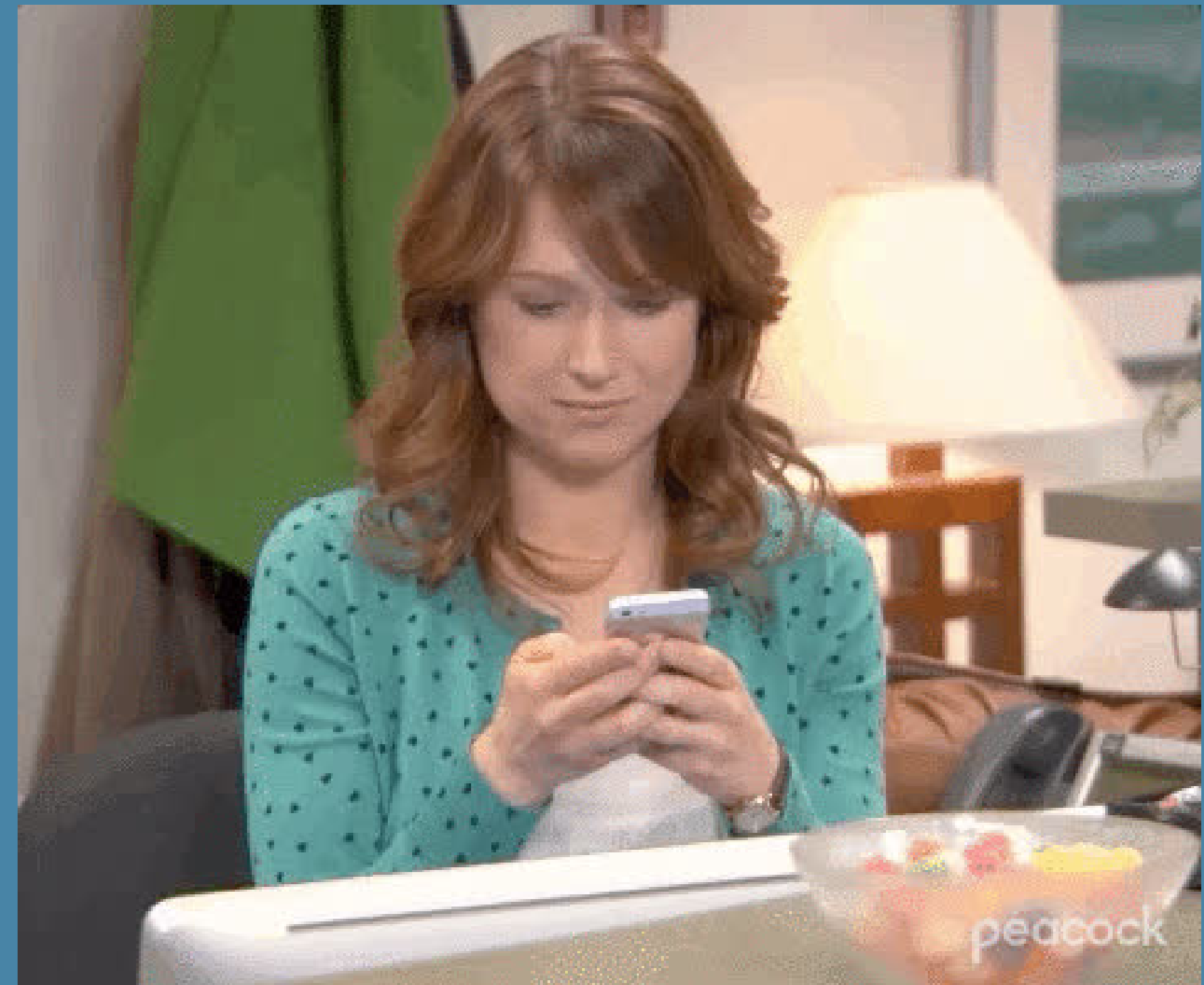
- Be respectful. Start an email with "Dear..." or a formal "Good afternoon" not "Hey" or "Hi."
- Sign your email with important information - name, position, contact information.
- REPLY ALL when you should REPLY ALL.



Let's briefly talk about internal communications.

When you're communicating internally to a team, there are some things to keep in mind:

- Use internal communications as they fit, not based on their convenience (a Slack message is not a text is not an email is not a phone call)
 - Slack = quick questions and comments in a professional setting
 - Text = quick questions and comments in a less professional setting
 - Email = lengthier questions and comments
 - Phone call = serious, deep conversations



Last but not least... what you should do

As a social media user in an organization, you should...

- Remember that kindness goes a long way. If you wouldn't say it to someone's face, don't say it online.
- Refrain from negative comments about your job, fellow staff members, etc. Hate is never the answer.
- If you see something, say something.

