

# Guidelines for Faculty: Using Social Media to Advocate for College/University

UNMC faculty members can use their professional social media presence to positively represent and advocate for their college/UNMC by following these best practices:

## Be an Informed and Engaged Ambassador

- Share **college/university achievements**, research breakthroughs, and student successes.
- Highlight **your own work** and collaborations with colleagues.
- Celebrate **institutional milestones**, rankings, and recognitions.

## Showcase Your Expertise

- Post about **your research/work** in a way that is accessible to the public.
- Offer **educational insights** related to your field.
- Engage in **conversations on trending health care or education topics** to position yourself as a thought leader.

## Engage with the University's Social Media

- Follow and interact with the university's official accounts.
- Reshare posts from the university that align with your work or interests.
- Tag the university in your posts to boost visibility.

## Share Student & Community Impact

- Highlight UNMC **student achievements** and success stories.
- Share your involvement in **mentorship, community outreach, and volunteer work**.
- Post about **campus events** and invite engagement.

## Maintain Professionalism & Respect

- Follow **university social media policies** and best practices.
- Avoid sharing sensitive, confidential, or unverified information.
- Keep discussions **constructive and positive**, even in debates.

## Use Strategic Hashtags & Media

- Incorporate **official university hashtags** to expand reach: #IamUNMC, #WeAreUNMC or your colleges acronym.
- Use **high-quality images and videos** to make posts more engaging especially on photo and video-based platforms like Instagram.
- Post short-form insights/thoughts on **LinkedIn, X, and BlueSky**

## Encourage Engagement & Dialogue

- Ask thought-provoking questions to spark discussion with your audience
- Respond to comments and connect with fellow faculty, students, and alumni.
- Support university initiatives by encouraging participation in research, scholarships, or programs.

## Balance Personal & Professional Presence

- Be authentic while aligning with the university's values.
- Maintain a **professional yet approachable** tone.
- Separate personal opinions from institutional advocacy when necessary.

By actively engaging on social media, faculty members can enhance their professional presence while strengthening the college and university's reputation.