

Social Media Guidelines

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The Bauhaus-Universität Weimar on social media

The term »social media« is a generic term for different internet services, composed of user-generated content. The Bauhaus-Universität Weimar and its key themes are discussed daily on the internet. Anything expressed in this context shapes the image of the university in the public eye.

Social media make it possible to reach out to a diverse range of groups. Blogs, wikis and platforms such as Facebook, Instagram and Twitter offer an opportunity to share opinions, thoughts and experiences with students, alumni, scholars, the interested public, and others. Through the active use of social media in university communications, the Bauhaus-Universität Weimar also maintains visibility in these channels.

University Communications has editorial responsibility for the following Bauhaus-Universität Weimar profiles:

Facebook <https://www.facebook.com/bauhausuni/>

Instagram https://www.instagram.com/bauhaus_uni/

Twitter https://twitter.com/bauhaus_uni

Vimeo <https://vimeo.com/uniweimar>

We also welcome your active participation as employees or students of the Bauhaus-Universität Weimar. Use social media to tell the interested public about events, new training and continuing education opportunities, as well as research and projects. At the same time, you have to consider the risks and take regulations, laws, and confidentiality requirements into account.

This guide offers an overview of the ground rules and serves as a guide for safe and responsible use of social media. For further questions concerning the creation, administration and monitoring of social media channels, please contact us:

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» Recommendations for the use of social media

_Make a clear separation between private and professional activities

The lines that separate official activities (blogs, wikis or the BAUHAUS. JOURNAL ONLINE), from personal-professional (XING employee profiles) and purely private activities (Facebook with a private e-mail address) are often fluid. This makes it all the more important to be aware of the different roles you fill.

Work-related social media activities are those you make officially on behalf of the Bauhaus-Universität Weimar or using your university e-mail address as a contact. The purpose of this official use should be to inform and communicate.

Here is an example:

_You have a personal Twitter account associated with a university e-mail and your position at the university to tweet about your research, meetings and conferences and to exchange views with other participants and the public.

_You moderate a Facebook group on a topic or project and you used your uni e-mail and position description to set up your account.

When using social media in an official capacity, transparency and openness is essential for building trusting relationships.

You should therefore not hide behind a pseudonym or total anonymity - use your full name and be clear about your affiliation to the university and, if necessary, your position. This is why we strongly advise against posting articles or comments under a false name.

If you express yourself as a member of the university on a professional topic in public social media channels, always express your opinion clearly from the »I« perspective and avoid formulations that could be perceived as representing a view of the university as a whole.

Official statements, explanations and publications of the Bauhaus-Universität Weimar are published on the internet only by authorised University Communications or University Directorate staff.

_Always speak only for yourself

Generally, you are personally responsible for all of the comments you make on social

networks. Speak only for yourself and preferably only in the first person. This makes clear that you are expressing your personal opinion.

_Keep confidential information to yourself

Particularly important: Internal information must remain internal. Handle confidential information about the university and its partners with the utmost discretion.

Please do not communicate any information that could bring harm to you or the university.

_Adhere to applicable law

Copyright, personality rights, as well as intellectual property rights and the right to one's own image apply also and in particular on the Internet. Publish only content that is your own, or always cite the source of third-party content.

Ask people pictured, at least verbally, for their consent to have their image published online and document their consent.

[» Declaration of consent for download](#)

_Be respectful

Respect, kindness, tolerance and honesty are just a few of our principles of conduct, and of course this also applies online.

Social media is all about dialogue among equals. When employees enter into dialogue in the university context, they should engage with others with a respectful attitude and communicate in an authentic, direct and constructive manner.

Be careful using humour, irony and sarcasm - it is often difficult to detect without facial expressions and gestures. Never publicly criticise university members and partners.

» Checklist for professional use of social media

_ Plan carefully

You should answer the following questions when designing your channel:

_What are the objectives of our institution/department or our project?

_What goals are you pursuing with your social media presence?

_What content do you want to communicate?

_Which target group do you want to reach? Which channels does it use?

_What effect and added value is the channel aiming for?

_Do I have enough permanent editorial resources?

_Define rights management for your account.

Compile possible topics for your social media channel, preferably with an editorial plan.

Successful content is relevant, enriching and/or entertaining. Ask your community the "right" questions to stimulate interaction. Provide answers you can offer as an expert in the field.

_ Do not underestimate the effort

Please note that managing and maintaining communication channels requires a great deal of attention, thoroughness and continuous human resources. Prerequisites for successful social media profiles are:

_A qualified editorial team

_Ensuring reliable monitoring to respond quickly to inquiries or comments

_On Facebook, for instance, you should regularly publish posts and take part in groups. A text length of 100 to 500 characters is ideal.

_ Review your content before publishing

Take advantage of all the resources available to you:

- _ Images
- _ Texts
- _ Multimedia content

The Bauhaus-Universität Weimar uses a Vimeo channel for audiovisual content. The videos published there can be embedded on websites and in social networks. If you want to publish a post on our Vimeo channel, please contact the web and social media editor.

Respect the rights of third parties, in particular:

- _ Copyright and trademark rights
- _ Privacy and the right to data self-termination
- _ Right of persons to their own likeness, personality rights

On this topic, there is an ["Information letter from the University Legal Office of the Bauhaus-Universität Weimar"](#).

In Germany there is also a legal disclosure obligation. It is imperative to include a legal disclosure statement in both printed matter and in online publications. The same applies to Facebook pages and Twitter accounts. The legal disclosure must specify the editor and name a point of contact in the form of a natural person.

If you are planning to use the legal disclosure from the Bauhaus-Universität Weimar website, please contact the web editor.

_React to criticism objectively

Your engagement in social media is an invitation to dialogue and interaction. Users are actively involved with comments, assessments and recommendations regarding your posts. The feedback is not always positive. When users leave negative comments or constructive criticism, the first thing to remember is to keep calm and react appropriately:

- _Think carefully about how to respond, and consider possible consequences.
- _Keep it friendly, dignified and respectful.
- _Write in a simple, clear and understandable style.
- _Avoid emotional responses; always try to stay objective and professional.

When in doubt, contact us for advice.

Illegal, discriminatory and blatantly partisan comments and articles must be deleted immediately. Take a screenshot and inform the person that you are deleting the article. Post the following message in the context of the comment: »Your post violated the rules of netiquette and has been deleted.«

Contacts for crisis communications:

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_Support your university

Take advantage of social media and the opportunity to get involved!

If you have an idea for a post related to the university but do not want to publish it on your own account, please send us a message. We are delighted to hear story ideas for the university's official social media channels and will consider them for publication.

Send us photos or short videos from everyday university life with a brief description of the situation and references to intellectual property and personality rights.

If you would like to list Bauhaus-Universität Weimar as your employer in your private profiles, please link only to the official University Communications profile, see page 2. Note: On Facebook, for instance, there are a number of profiles that we do not officially manage.

Bauhaus-Universität Weimar's University Communications office is also happy to offer advice on formulating web texts and selecting pictures.

We look forward to hearing your ideas and suggestions regarding these guidelines.

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