

Social Media Requests and Tips

Office of University Communications

Social Media Requests

Howard University recognizes the importance of participating in online conversations and activities. We encourage responsible and respectful online activity by students, faculty and staff and maintain a commitment to academic freedom on social media platforms.

We expect that the following university core values will govern the online choices Howard University social media participants make:

Truth | Service | Leadership | Excellence

These guidelines apply to material that Howard departments, offices, organizations and related units publish on Howard-hosted websites and related Howard social media sites.

Five (business) days notice is required to ensure coverage. However, submitting this form does not guarantee social media coverage.

Name (First and Last) _____

Contact Email _____ Contact Number _____

Affiliation: students staff
 faculty external
 other (please be specific)

EVENT

Are you submitting an event? Yes No

Please provide the following details for the event:

Date: _____ Hashtag: _____

Time: _____ Link: _____

Content/General Information/Comments: _____

CONTENT

Are you submitting content? Yes No

(e.g. a photo, news/feature story, press release, general information, etc.)

Where would you like us to publish this item?

Facebook LinkedIn
 Twitter Youtube
 Instagram Website

Content/General Information/Comments: _____

Image: _____

Link: _____



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SUGGESTED MESSAGING

Example: Facebook (please limit to 1000 characters)

Example: Twitter (please limit to 140 characters)

I authorize Howard University to publish the submitted photos, videos, content and other materials on any of its social media channels or website for promotional purposes.

The Office of University Communications encourages departments, organizations and units to participate in the use of social media while adhering to the University's social media policy.

Here are a few immediate tips to always keep in mind when using social media in concert with Howard University:

- Adhere to the University's [branding guidelines](#), [website policy](#), and [social media policy](#).
- Adhere to the University's [Designated Spokesperson for Official University Communications Policy](#).
- Adhere to the University's [Privacy Rights of Students Policy](#).
- Respect fair use and copyright laws.
- Protect the brand and reputation of Howard University and its constituents.
- Refrain from creating or joining digital battles/fights
- Plan and schedule accordingly.
- Keep message short and simple.
- Consider your audience and tone.
- Consider the impression that content and messaging will have on the University and its constituents (students, staff, faculty, alumni, partners, etc.).
- Verify the information you intend to post before you post it.
- Take responsibility and correct any mistakes or misunderstandings of content or information.
- Ensure that links work.
- Respect all users online including members outside of the Howard community.
- Credit your sources when posting information that does not belong to you.
- Add-on to or further a conversation rather than just post irrelevant/additional information.
- Be timely and relevant; post content on time and within current ongoing conversation.
- Be human; social networks survive on human interaction and relationships.
- Reach out to a representative of Howard University's Office of University Communications with questions regarding media and publicity relative to the University's social presence at socialmedia@howard.edu.

