

Social Media Policy

You can find links to the various social media tools Augustana uses within the footer of its websites (www.augie.edu, www.augielink.com, www.goaugie.com). And since what makes social media work is the “social,” we also encourage you to comment, re-tweet, and share your stories in all those “traditional” social media ways.

We also want to share your experiences, enthusiasm, and ideas with others, so tagging Augustana allows us to tell others what makes Augustana unique and extraordinary. See the [social media directory](#) for a list of official Augustana sites.

Social media tools, uses and challenges are evolving rapidly, and we continuously monitor our strategies and best practices for using these media. The following policy serves as a guideline and starting point so efforts in social media communications are as consistent as possible.

We’ve committed to some rules in our online behavior, and we ask that you do the same. We will not post:

- Items or comments that are obscene, racist, derogatory, or similarly objectionable in their content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copyrighted material
- Commercial promotions or spam
- [Confidential information](#)

So while we encourage you to express yourself, share, or debate, we also expect you to do so with respect, civility and common courtesy.

With regard to recruiting in collegiate sports, Augustana abides by NCAA regulations when interacting and communicating on social media platforms. In addition, we ask that all employees refrain from contacting (retweeting or sharing) prospective student-athletes on social media until after they have signed a National Letter of Intent with Augustana.

Your social media icon/profile image for your entity should comply with the [Augustana branding standards](#). It should be a photograph related to your entity, an approved logo for your entity, or another appropriately branded image.

Finally, obey the terms of use for your social media platform. These rules are constantly changing, so it is your duty to stay up to date. Here are links to policies for some of the more popular platforms:

- [Facebook](#)
- [Twitter](#)
- [Google+](#)
- [Instagram](#)
- [LinkedIn](#)
- [Pinterest](#)
- [Flickr](#)
- [YouTube](#)
- [Snapchat](#)