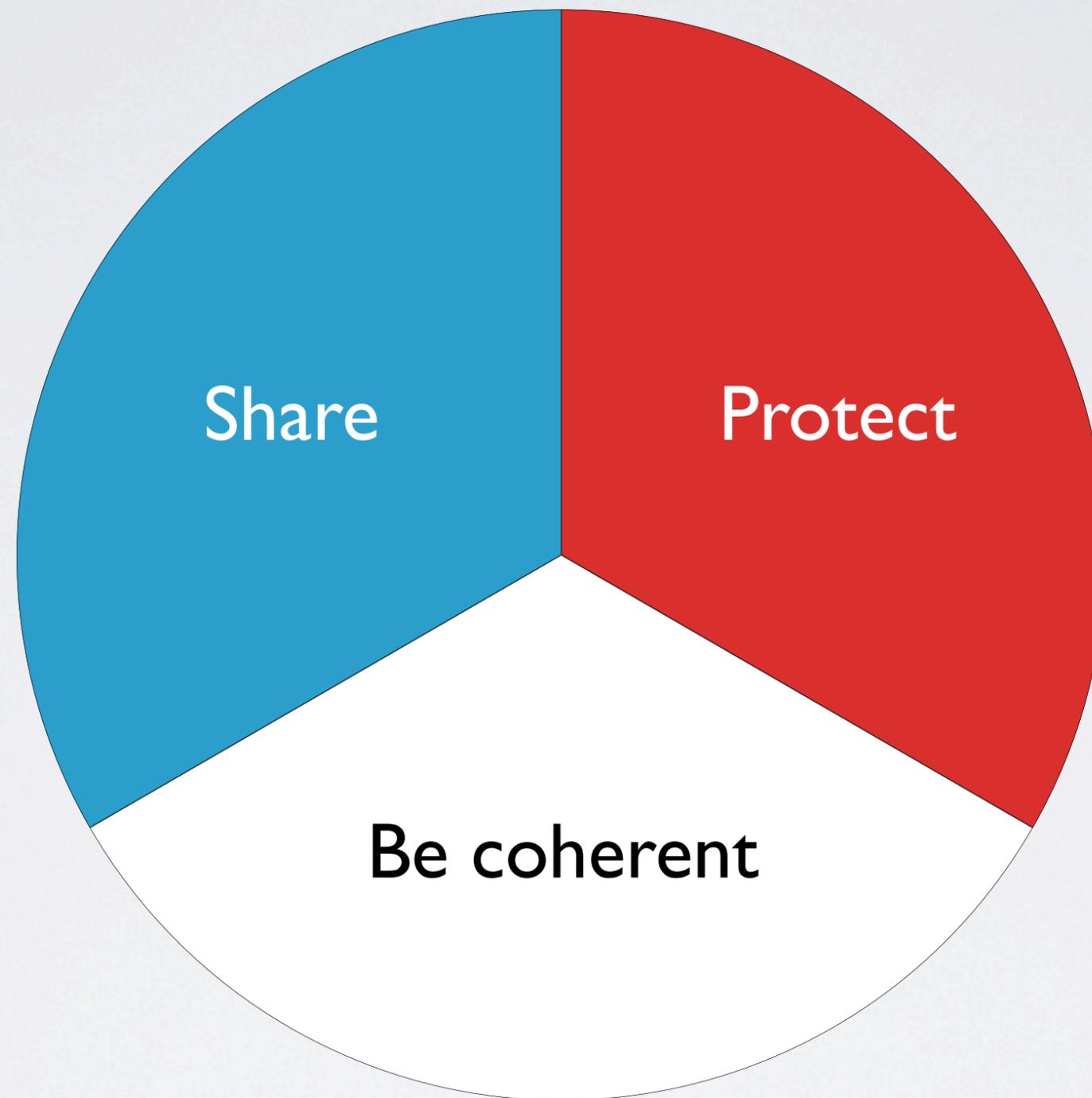


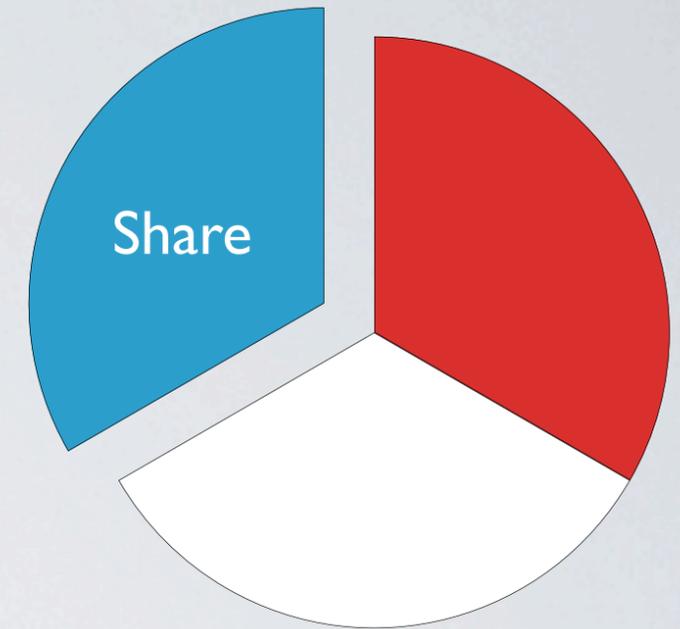
Social Media Guidelines - University of Luxembourg



May 2018
Communications Department



Fast sharing and exchanging of information are the main advantages of social networks. It is therefore essential to pay considerable attention to the information broadcast on such media.



Be transparent: from the start, state your role and duties and your objectives via your presence on social networks.

Be honest: do not use these communication means for immoral purposes.

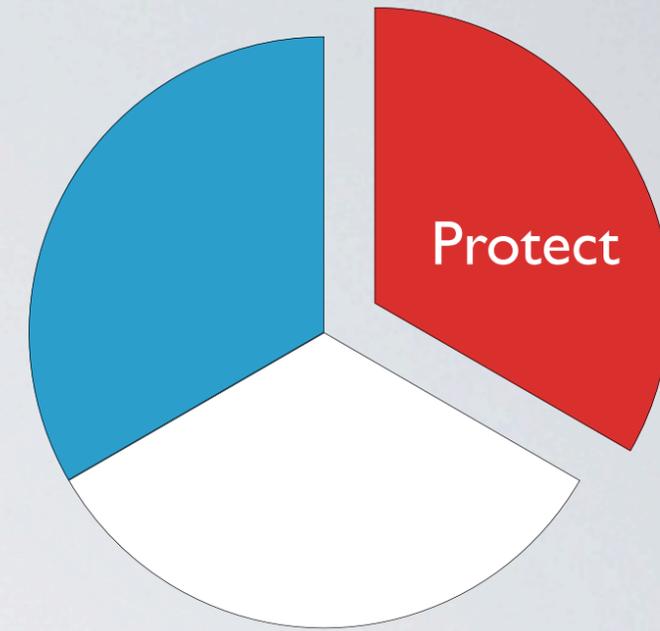
Be respectful: make sure you remain courteous and ethical.

Be yourself: communicate in the first person and address subjects on which you have knowledge.

Check your information: only publish information for which the source is clear and reliable.

Use the right channel for the right message: each media has its specific features. Choose the one that best corresponds to the type of content you are going to post.

As an employee of the University of Luxembourg, you have a **duty to protect** the confidential information with which you have been entrusted. Your actions should not go against the internal rules of the University of Luxembourg as well as the stipulations included in your employment contract.



Respect the University's rules of confidentiality: from a legal and moral point of view.

Accept and respect the rules of the game: abide by the law, observe the general terms of the networks used as well as the general terms of use administered by the University of Luxembourg.

Do not be disparaging: with regard to the competition, the University of Luxembourg or its partners.

Think before you act: even if you can delete content you have posted, it will be published and a trace of it will remain.

Publish less to publish better: do not post too much information too often because you will remove the "exclusive" dimension of your communication and will end up being in competition with your own publications.

Work as a team: if you have obtained the authorisation of your superior to create an official page, make sure that you respect the University of Luxembourg's corporate design in order to preserve and promote the institution's visual identity. You can contact the Communications Department to obtain the relevant information.

When on social networks it is sometimes difficult to know in whose name the user of an institution is speaking. If you communicate whilst clearly identified as an employee of the University of Luxembourg, **be coherent in what you say**, bearing in mind that the readers will make a direct link between your profile, your place within the **University** and the institution itself.

Publish quality content: your information will be shared and a trace of it will remain; remember to take care in writing it, in order to ensure its durability.

Encourage dialogue: content shared and enhanced by persons from various horizons will be richer and more varied.

Be level-headed: the information that you are going to publish will not be unanimously acclaimed and will sometimes give rise to a range of critical reactions. By responding to all the “attacks” you risk aggravating the debate by using an approach that can appear blinkered. Choose the comments to which you reply and capitalise on the exchanges that they generate.

To err is human: everybody makes mistakes; what is important is to correct them quickly and especially admit to them. Do not try to delete a previous publication to deny a fault; this will only sour the debate and cause you to lose credibility.

