Social Media: Frequently Asked Questions

How often should I be posting on Facebook/Twitter?

It depends on your social media goals and the amount of content you have to share. On average, plan to post to Facebook at least two times a week, and no more than once a day. For Twitter, it is much more flexible, but try to post or retweet content at least once a day. If you are following the correct Twitter accounts, (relevant to your school/department/program) then there should be content to retweet.

What percentage of what I post should be about my school/department/program vs. alternative content?

That's a tough question, but in general, aim for roughly 70 percent promotion, 15 percent relevant shared content, and 15 percent other (ie, UF, gators, etc.) Don't forget that relevant-to-your-organization photos and videos are very well received on social media and can be an easy way to get a lot of interaction/engagement.

May I use social tools (both Warrington-sponsored and third party) as it relates to my job and job function?

The professional use of social media is encouraged. You may use social media in relation to your job and job function within the parameters outlined by Warrington's social media policy. Please remember that if you comment on any aspect of Warrington or the University of Florida on a social media site, please identify yourself as a Warrington employee in a prominent place. For example, if you are using Twitter to promote a Warrington program, clearly state in your "bio" that you work for Warrington and/or UF.

What is my responsibility as a Warrington/UF employee when I participate in social networking sites externally?

While your conduct online reflects upon Warrington and UF, in most cases you will not be speaking on behalf of either entity, unless you are participating in external social networking sites for professional purposes. Do not post inappropriate, disrespectful comments to your personal social media platforms, or post comments that are intended to embarrass Warrington, UF, your co-workers, students, or others you interact with. Act professionally at all times. If you have suggestions and comments for improvements at Warrington, please state them constructively and leverage the proper internal channels.

What if I read a post on a Warrington-sponsored or third party social networking site that is not accurate? Should I respond and provide an accurate comment?

You should not always feel the need to be the one to respond to something you see or read online. If you are perusing the social Web and see a blog posting on a third-party blog, for

example, and you are not the subject matter expert, you can contact the appropriate person to respond. Also, remember that not everything warrants a response, so be sure you are adding value when commenting, and do not comment just for the sake of commenting.

What should I consider when crafting a response to a negative comment?

Work to turn the negative comment into a positive discussion, encouraging more commentary. Correct information that may not be factual and be open and honest in responding to negative comments. Be professional and respectful. Thank commenters for their time and for sharing their thoughts. Thanking your commenters shows sincerity and that you appreciate their readership and feedback, both positive and negative. Also, take the time to think before responding, and about what you'd like to clarify or convey. Reread your response before submitting it. Note: Do not hesitate to contact Warrington's social media manager with any questions.

What should I be aware of when posting the UF or Warrington logos or trademarks to social networking sites?

Each employee is responsible for protecting and appropriately promoting the brand. Any social media account used solely for personal use may not include Warrington logos or trademarks. Only official Warrington social media accounts may use the UF logos or trademarks. Consult the ITSP team for all social media logos and avatars for brand consistency.

- Warrington and UF identity standards