

**University of Alaska**

# **Guidelines for the Use of Social Media**







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# **SOCIAL MEDIA BEST PRACTICES WHEN POSTING AS AN INDIVIDUAL**

**Be Authentic**

**Don't Use Pseudonyms**

**Protect Your Identity**

**Use a Disclaimer**

**Don't Use the UA Logo or Make Endorsements**

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**Take the High Ground**

**SOCIAL MEDIA GUIDELINES WHEN POSTING ON BEHALF OF THE  
UNIVERSITY OF ALASKA**

**Seek Approval**



## **SAFETY & PRIVACY TIPS FOR SOCIAL MEDIA NETWORKING**

