

SOCIAL MEDIA

TAKEOVER CONTRACT

SOCIAL MEDIA TAKEOVER

Please address all takeover requests to **ashley.demshki@ucr.edu** with at least a two week lead time.

Social media such as Twitter and Instagram provide important avenues for our target audience. These powerful and strategic tools are used for two-way communication. However, the use of social media can potentially introduce risk, such as compliance with regulatory requirements, reputational damage, information leakage, copyright infringement and privacy breaches.

Please read the following guidelines prior to agreeing to use our platforms for your takeover request.

BEFORE YOU BEGIN

Our social media accounts can be found @UCRSRC.

Twitter:

- 1) Make a plan for what your tweets will be about.
- 2) Share what you love and audiences will respond well to your transparency.
- 3) If activities aren't interesting, send photos of people, the staff, or live updates to get people excited.

Instagram Stories:

- 1) Make a plan for the day. Set side some time to plan out the story you want to tell and the specifics you want to highlight.
- 2) Share what you love and audiences will respond well to your transparency.
- 3) Do **NOT** post any stories to the highlights.

GUIDELINES

The tone of @UCRSRC content should be consistently positive, engaging, and informative. We encourage you to capture the Highlander experience and share in the excitement and opportunities your service/program offers.

- 1) Posts containing alcohol, drugs, nudity, sexually explicit content and any other inappropriate/illegal videos or photos will be taken down immediately.
- 2) The SRC media team will give you the department's iPod to use for tweeting/posting. The account is already logged in and ready to go!
- 3) Posting begins and ends at pre-discussed times.
- 4) Consider posting 1-2 tweets an hour with updates on twitter and 1-2 stories an hour on Instagram Stories, unless posting for a specific event or time frame.
- 5) If using Twitter, utilize poll options when appropriate and always have another set of eyes review your post before tweeting.
- 6) If using Instagram Stories, feature others in your story and tag them so they see it!
- 7) **Hashtags: #UCRSRC #UCRiverside #Recit**

TERMS AND CONDITIONS

I, _____ acknowledge the takeover of the @UCRSRC social media account through **Twitter** and/or **Instagram (please circle)** for the UC Riverside Recreation department on _____ (date) between _____ to _____ (times).

- ☐ We will post our own content and require the iPod.
- ☐ We will create content on our own and require the SRC marketing team to post it.

- 1) All content distributed on behalf of the @UCRSRC account are a direct representation of UC Riverside, as well as of yourself. Your management of the account is an opportunity to enhance others' understanding and perception of the university and build our place in the community.
- 2) Take all necessary precautions in crafting appropriate content. All posts/tweets are monitored closely by campus representatives. Remember: screenshots are forever.
- 3) If the meaning of your post isn't explicitly relevant to much of the @UCRSRC community, it may be more appropriate for your personal account. Avoid content that could be taken out of context, as well as inside jokes or situational posts.
- 4) We ask that you be mindful of posting patterns and avoid over-sharing, socially unacceptable language (ALL CAPS), and innuendo (sexual or otherwise). Additionally, you should make sure your posts/tweets do not contain grammatical or spelling errors.
- 5) Use discretion when promoting events, issues, and yourself. Maintain an appropriate balance of both individual- and cause-related content.
- 6) Do not promote brands in your content.
- 7) Absolutely NO mean-spirited or demeaning content, vulgarity, racial slurs, trolling, or combative or taunting language will be tolerated. This includes references to drinking, alcohol, parties, and drug use.
- 8) Since you will only be representing the account for a limited time, we require that you refrain from offering political views, promoting partisan affiliations, or expressing opinions that could be viewed as endorsements on behalf of the University of California, Riverside.
- 9) Your access is limited to the agreed-upon time frame outlined in this contract. Since you are not an official spokesperson for UCR, you may not post any content that could be interpreted as speaking on behalf of anyone but yourself. Any unauthorized access will be reported to the UC Police Department.
- 10) You are responsible for the department iPod and the cost of replacement if lost, damaged or stolen. If the iPod is lost or stolen, report it immediately to Ashley.

The recreation social media team monitors and has the ability to moderate all content on this account. Content found in violation of this agreement will be deleted. Status as the takeover requestor may be revoked at any time and if the terms and conditions are violated you will be reported. If you have questions regarding appropriate content, always contact **ashley.demshki@ucr.edu** prior to posting.

Sign, date and return this form confirming your acceptance and acknowledgment of its content to affirm your participation to **ashley.demshki@ucr.edu**.

Name: _____

Signature: _____

Date: _____