



## **SOCIAL MEDIA GUIDELINES**

More and more University of South Carolina alumni are active on social media, and use it as a way to connect and stay engaged with their alma mater. Social media is a great way to share our enthusiasm for the Gamecocks with fellow alumni and friends. Given the popularity and usage of all social media platforms, there are potential issues that go along with using social media. To facilitate the best social media presence for our clubs, the UofSC Alumni Association has established some guidelines for club accounts to follow, as clubs are an extension of the Association, and the University of South Carolina.

### **POSTING CONTENT**

Strive to post content on all club platforms at least once a week and do not hesitate to engage followers. Posts should always be positive, supportive, and relay information for upcoming events.

Be mindful when posting “retweets” from accounts that may not be associated with the University or may express controversial points of view. The best way to represent your unique membership is to not endorse content with a “like,” “favorite,” or a “retweet.”

If someone engages with the club account in a way that is demeaning, rude, unprofessional, or tasteless, do not engage and consider blocking the account.

***#CreedTest: When questioning if a post is appropriate or not, consider if it falls in line with the Carolinian Creed and if it will shed a good light on the club, the Association and the University.***

### **LOGOS, BANNERS, ETC.**

The Association will provide clubs with logos to use on all social media platforms. It is important to remain consistent with club logos throughout the country so the brand remains recognizable. If your club has designed its own logo or banner to be used for social media platforms, please submit it for approval by the club staff liaison. Logo submissions can be sent to [clubs@mycarolina.org](mailto:clubs@mycarolina.org).



## ACCOUNTS TO FOLLOW

### University of South Carolina

Facebook: [University of South Carolina](#)

Instagram: [@UofSC](#)

Twitter: [@UofSC](#)

### University of South Carolina Alumni Association

Facebook: [My Carolina Alumni Association](#)

Instagram: [@mycarolinaalumni](#)

Twitter: [@mycarolina](#)

### University President and First Lady

President Bob Caslen: [@Bob\\_Caslen](#) (Twitter)

First Lady Shelly Caslen: [@mommacaslen](#) (Twitter)

**\*Be sure to follow fellow clubs and support one another!**

**In short: practice respect for all people, always maintain integrity, and have fun!**

**#ForeverToThee**