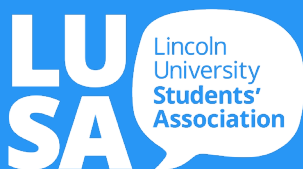# Lincoln University Students' Association Social Media Guidelines 2019

Guidelines

LUSA - Social Media

LUSA's social media platforms - Facebook, Instagram & Snapchat allows us to get the message out and connect with the Lincoln University students instantly. We concentrate on creating content that our students want to be involved, interact, re-act and co-create with.

Tone:

The overall tone on LUSA's Social Media platforms is to be personable, informal, conversational fun and expressive. We want to build an authentic and meaningful relationship with our students, one that will enhance their time as a Lincoln University student. We want this tone to be consistent across the three channels but appropriate for what each of the channels use is preferred for.

Material & Etiquette:

LUSA's Social Media platforms will not post material that is -

Potentially libelous.

Libel is any unsubstantiated or untrue statement that damages someone else's reputation. You can disagree with someone, but you can't claim they did something damaging unless you can prove it.

Discriminatory on any grounds.

This includes discrimination based on age, ability, gender, sexual orientation, religion or culture.

Obscene.

This includes any statement or imagery that is vulgar, profane or offensive.

Threatening.

This includes personal attacks, intimidation, bullying or threat of harm against a person or organization.

Re-posting and Disclaimers.

LUSA must obtain a person's permission to re-use their content. Either by commenting on the image and asking, or by sending them a Direct Message.

Adversisters:

The type of advertisers LUSA would like to attract are student focussed with their best intentions in mind, offering them great deals and/or promoting offers that would further them as students. Local and ethical business would be of notice.

eg. *Wa Collective, Study Link, Community Services, NZ Blood, Student Job Search, The Court Theatre.*

LUSA will not advertise alcohol, gambling, ciggarettes or adverts with explicit imagery.