



Social @ Michigan State

#MSUSocial

July 23, 2020

This meeting is being recorded.

Working (even more) digitally

- S@MS will be a web-based group until further notice
- Resources
 - socialmedia.msu.edu
 - Best practices, resources, meeting materials
 - Facebook closed group
 - Team for Sprinklr platform users
 - Mailing list - go.msu.edu/SocialSubscribe
- Send us meeting suggestions - comms.social@msu.edu

Social Media: The Good, the Bad & the Ugly

Trolls, Issues and Negativity

Community Guidelines

- Approved by General Counsel
- Official guidelines for accepted behavior on social media channels
- Link from all platforms
- Use for cover when moderating social accounts

RESOURCES

MSU Resources

Campus Community

Editorial Calendars

Social Media Guidelines

MSU Community Guidelines

External Resources

Social Media Cover Images

A comment may be removed if it:

- Incites violence.
- Contains fighting words, true threats, or demonstrates an imminent intent to harm or assault.
- Constitutes or encourages illegal activity.
- Constitutes harassment.
- Contains profanities or obscene language.
- Promotes a business or commercial transaction.
- Promotes a candidate campaigning for election.

A comment may be removed if it:

- Violates the intellectual property rights – such as copyright or trademark infringement of any other party.
- Compromises the safety or security of MSU community members of the public.
- Is spam or off-topic that are generated or appear to be generated by bots.

Dealing with Trolls & Negativity

- Generally follow the rule of hide, don't delete.
- Take screenshots for records.
- Contact University Communications if it may become an issue that our team should be aware of.
- Report to MSU Police, if necessary.

Be smart with your content and channel choices, but don't necessarily let the fear of trolls rule your content.

Reporting to MSU Police

- If it is an emergency – call 911
- Do not report via social media platforms.
- Witnesses should call MSU Police Department
 - Phone: 517-355-2221
 - Emergency: call 911
- BTAT: Behavioral Threat Assessment Team
- Online BTAT referral form and more information:
<http://btat.msu.edu>

BTAT Referrals

- Detectives investigate potential threats.
- They focus on protecting the safety of the campus community while providing support and resources to help individuals.
- If unsure if you should submit a BTAT (and it's not an emergency) you can call the MSU Police Department to talk to a detective.
 - How to handle, best approach, options
 - May still have you file a BTAT

What to Report?

- Anything that raises suspicion or concern
- Persistent disorderly or substantially disruptive behavior
- Unusual, atypical, or disturbing behavior
- Threats of violence or physical harm
- Destructive behavior
- Stalking behavior
- Acts of violence
- Possession of a dangerous weapon or firearm on campus

Election Season Communications

Reasons to be Careful

- Public university
- Diverse audiences, both internal and external
- Funding sources

Caution

- Hide campaign related comments.
- Do not give endorsements or share posts that may be viewed as endorsements.
- Do not take a stand on issues that appear on ballots.
- Take care not to represent personal views as representing the university.
- Keep your account's brand and voice in mind.
- Questions? Contact University Communications – Media and Public Information team

Things To Promote

- Get Out The Vote efforts supported by the university
- Sharing non-partisan, official information on how to vote for students
- Research, activities related to the election



Questions?

Thank you for joining us!