**SOE Social Media Guidelines**

The School of Education uses social media to share information, news, and updates with our community including students and friends of the school.

Here is a link to the University of Washington’s Social Media Guidelines: <http://www.washington.edu/marketing/social-media-best-practices/social-media-guidelines/>

**Allowable content:**

* Share reminders and updates regarding SOE programs such as information and recruiting sessions, application deadlines and other relevant program information for current and prospective students.
* Announcements and news from our community and school partners, as well as friends of the School of Education.
* Announcements and news from School of Education faculty, staff, alumnus, or students. For example, when someone receives an award/recognition; a major grant over $100,000; publishes an article, book, or other publication in a peer-reviewed venue; or other newsworthy information.
* Sharing education-related events that are open to the public such as conferences, meetings, opportunities for professional development, and workshops including resharing content from other relevant organizations and UW programs.
* Information about pertinent public events such accreditation site visits or public meetings.
* Posting information about opportunities and scholarships for current students.
* Invitations to school-sponsored events.

**Prohibited content:**

* Cyber-bullying including disclosing personal or private information, making inaccurate and inflammatory statements about others, or any of the above.
* Endorsing or selling a commercial product or service for yourself or others.
* Endorsing a political candidate or political cause.
* Disrespectful, irrelevant, and/or self-serving comments or posts.
* Profanity.

The School of Education reserves the right to edit or remove posts that do not adhere to UW’s Social Media Guidelines.