Social Media Guidelines

May 2020

Guidelines for UZH Units with Social Media Accounts

This document outlines 10 key rules and useful advice for managing social media accounts at UZH. The rules apply to all social media profiles run in the name of UZH and its units.

To clarify: Throughout this document, we use the term "social media" to refer to all services that enable users to exchange messages and to create content either individually or collaboratively. This includes platforms used for networking, messaging and posting news (such as Facebook and Twitter), photo and video portals (such as YouTube), and professional networks (such as LinkedIn and Xing), as well as chat forums and blogs. Reader comments on online articles are also considered a form of social media.

A list of UZH's social media profiles is available at www.socialmedia.uzh.ch.

1. Show you belong to UZH

As a rule, social media profiles supplement a main online platform, such as a website or other online presence. UZH units should thus base the names of their social media accounts on the URL of their website. To clearly signal the relationship to UZH, prefix the name with "uzh_", or, if not allowed by the platform, "uzh.". If those options are also not allowed, use "uzh".
Example: Faculty of Business, Economics and Informatics
URL: www.oec.uzh.ch
Instagram account: @uzh.oec

In the text description of the UZH unit (title), the University of Zurich is always mentioned first (via the abbreviation UZH if preferred) followed by the name of the UZH unit. This corresponds to the standard address form defined in the corporate design of UZH. Both the German and English versions of the name are permissible.
Example: Department of Geography
URL: www.geo.uzh.ch
Twitter account: @uzh_geo, Name: UZH Geography

The stand-alone use of "University of Zurich" or "Universität Zürich" (i.e. without the name of an organizational unit) is reserved solely for the university as a whole; UZH is represented by the Executive Board of the University and its members, or the Communications Office.
UZH profile pictures can be ordered from the Social Media Team. The UZH logo must not be used as a profile picture, as it is generally impossible to render it correctly in the small space provided. Likewise, the abbreviation "UZH" alone is not to be used as the profile picture (c.f. above).
Further information on using the corporate design of UZH is available at www.cd.uzh.ch.

2. Each platform has its own tone, but netiquette is universal

Social media platforms such as Instagram and Facebook are typically informal. Emojis, gifs and other playful elements are frequent; in German posts, the "Du" form of direct address is generally used – an approach that also applies to the official UZH social media accounts. For professional networks such as LinkedIn, by contrast, the UZH approach is to use "Sie" and to maintain a more objective tone. Communications on LinkedIn are often in English.

The watchword here is authenticity. While some research groups and departments prefer an objective, fact-based style, others sometimes take a humorous approach – and this variety is welcomed. We strongly advise, however, against the use of irony and sarcasm: in written form, their meaning is often misconstrued, especially when the full context is lacking.

Unsurprisingly, but most importantly: The rules of real-life etiquette apply just as equally online. Keep your comments fair, respect other opinions, and give constructive feedback: this fosters meaningful exchange.

The rules of netiquette apply to all users and administrator teams of social media channels at UZH. They are available at https://www.news.uzh.ch/de/socialmedia/netiquette.html

If you are responsible for a UZH social media profile, you have the right – without stating reasons – to delete comments and posts that breach the rules of netiquette. The following content in particular is not permitted:

- Disrespectful posts and comments, especially those containing content that is racist, discriminatory, sexist, obscene, misleading or illegal or that glorifies violence
- Adult content or suggestive remarks
- Personal attacks and insults
- Spam, dating ads, advertising, and other commercial content
- Activities that impair the smooth functioning of UZH's social media channels, and the upload of documents containing harmful viruses or the like
- Content that contravenes the rights of UZH, its members and third parties.

3. Observe copyrights, personality rights, and data protection

The key points in this regard are:

Rights of use and copyrights

Content may be used and disseminated only when the relevant copyright holder has given their express permission (right of use). This also applies to content delivered by or purchased from external providers (such as a photo agency) for UZH or an organizational unit. This is important because the General Terms and Conditions of several platforms state that the rights to content must be assigned to the platform itself, and this requires prior permission from the copyright holder.
The copyright on the actual content, however, remains intact; it is neither necessary nor possible for it to be transferred. For these reasons, when using images, always be sure to name the copyright holder

of the content, for example, in the caption, "Video: Jane Citizen." The rights of use obtained are also often mentioned. For example, "Photo: UZH, John Citizen."

Protection of personality rights

Irrespective of copyright considerations, individuals have the "right to their own image" in regard to photos and pictures. This means that the person depicted generally decides whether and in which form an image may be published. When writing a post that includes names or images of teaching staff, employees, students, alumni or guests of UZH, be sure to obtain permission from the persons concerned first. This also applies to group pictures, especially when individual persons stand out. (c.f. EDÖB, Recht am eigenen Bild (in German, French and Italian only): ww.edoeb.admin.ch/edoeb/de/home/datenschutz/Internet_und_Computer/veroeffentlichung-von-fotos.html).

Data protection

The basic principle of the data protection act is that each individual should, as far as possible, be able to determine where, when, and to whom which information about him or her is communicated. In particular, personal data must be protected against unauthorized processing via effective technical and organizational measures.

The Legal Services and Data Protection office may be contacted for specific advice at https://www.rud.uzh.ch/en.html

4. Maintain high quality standards for content; take a creative approach to visual elements

As a university, we set and maintain high standards of quality; content must be correct and comply with the relevant UZH guidelines (terminology, language, etc.). In this regard, please use the UZH tools and guidelines:
- UZH Termbase: www.uniterm.uzh.ch
- Inclusive Language at UZH: https://www.gleichstellung.uzh.ch/en/agl_beratung/sprachleitfaden.html
- UZH English Writing Guide: www.kommunikation.uzh.ch/de/services/translations/tools
- UZH Corporate Design (also for videos): www.cd.uzh.ch

Be sure to name all sources. On most platforms, this can be done by using @accountname to identify other accounts or by setting a link to a website.

It is also possible to post photos and videos produced on your smartphone. While these should be visually appealing, they do not need to be of professional quality – authenticity is more important. The Social Media Team is happy to offer tips for producing good photos and videos.

5. Assign clear responsibilities to protect accounts and ensure smooth processes

Be sure to clearly define who bears responsibility for operating and maintaining each social media account. If you inform us about your current and new accounts (socialmedia@kommunikation.uzh.ch), we can link them directly with the main UZH channels. Access to and monitoring of accounts should be

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guaranteed on all working days. For adequate account protection, at least two UZH employees should be assigned administrator rights for each social media profile.

6. Observe confidentiality

UZH employees are trusted to use social media responsibly and to treat internal information about UZH with the necessary care. Under no circumstances may confidential or personal information about UZH – such as sensitive financial data, unpublished research, or personal data – be communicated via social media. In particular, do not publish any addresses, telephone numbers or e-mail addresses on social media platforms. Your duty of loyalty to UZH as an employer also applies to your use of social media.

7. Respond promptly and professionally to comments and questions

Ideally, the use of social media platforms generates an exchange of information and views that is beneficial for all contributing parties. We thus recommend that you monitor your social media profile daily and respond as quickly as possible to comments.

This is particularly important for critical and negative posts, which should be answered quickly and objectively. Do not delete negative comments: this undermines the credibility of your profile in the online community and may also negatively affect the image of UZH. Nonetheless, do check the sender's profile to see if the account belongs to a real person who is interested in your response or a bot that can be ignored. Bots (automated) and trolls (who provoke and offend regardless of content matter) typically use fantasy profile names, have few followers, and send consistently negative posts to a variety of addresses.

Remain objective and factual when responding to critical comments. In the external perception of UZH, it is you who represents the university – regardless of your role.

Any comments that breach UZH netiquette or legal provisions must be deleted as soon as possible.

When responding to posts, be specific about your role so it is clear when you are speaking in an expert capacity and when you are expressing your personal opinion. Only authorized persons may make statements on behalf of UZH. Under no circumstances should you publish posts anonymously or under a false name.

8. We all shape the reputation of UZH – even as private individuals

The distinction between private and personal life is quickly blurred in social media. Even if you give no details of your employer in your profile, this information is usually easy to determine. As such, UZH employees not only shape their personal reputation via social media, but indirectly the reputation of UZH. Remember: What goes online, stays online.

We recommend you only post content that you would willingly announce publicly in front of many people. When you express personal opinions on university topics, be sure to refer to yourself ("In my opinion... I think that..."), to clearly communicate that the statement is your own.

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9. Inform us in crisis situations

If you suspect that a negative exchange on your profile may escalate, incorrect facts have been published, or a crisis situation has evolved, please contact the Communications Office without delay (socialmedia@kommunikation.uzh.ch).

10. We are here to help with media requests

You are welcome to respond to media requests in your own area of expertise and competence. If you receive media requests for information about topics outside your subject area or that relate to UZH as an institution, be sure to forward these to the communications office of your organizational unit or to the UZH Communications Office. In particular, be sure to provide no comment or information that has yet to be officially published or is subject to a blocking period.

Official announcements and statements are communicated exclusively by the media team of the Communications Office, first via a variety of channels and then via the official social media profiles of UZH. Once this is complete, you are also welcome to share the information.

One last request: Always mark UZH in your posts when you have content that is of interest to a broad audience – we look forward to your posts and ideas!

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