



## Council on Undergraduate Research

*Learning Through Research*

### **CUR Social Media Guidelines • October 10, 2019**

Through social media platforms, those in the undergraduate research community can share information, stimulate discussion, discuss problems, seek support, nurture collaboration, and build connections as they work to advance the undergraduate research enterprise at local, regional, national, and international levels. CUR members advocate for undergraduate research and the organization itself in both their personal and professional lives, including in the social media sphere.

The purpose of CUR's Social Media Guidelines is to provide guidance to (1) CUR volunteers administering and posting on CUR division social media accounts and (2) CUR members who may hold a CUR leadership position and will be posting from their personal social media accounts about CUR-related matters.

When crafting content for social media concerning CUR, please keep the following guidelines in mind:

- Social media accounts of CUR divisions should reflect the [mission](#), [goals](#), and [code of ethics](#) of CUR.
- CUR always appreciates sharing of posts from CUR social media accounts and members publicizing CUR news, initiatives, events, membership, and publications with CUR hashtags and links to CUR content.
- Posts on behalf of a CUR division should strive for balance. For example, the CUR Social Sciences Division might seek to ensure that its postings reflect a variety of fields within the social sciences (e.g., anthropology, linguistics, political science). For social media accounts of CUR divisions, it is helpful if tweets and posts can feature different institutions and programs so that they receive an equitable share of the social media limelight.
- It is helpful to place priority on tweets and posts pertaining to undergraduate research at CUR member institutions (consult the [CUR member directory](#)) and a variety of institution types (e.g., community colleges, Hispanic-serving institutions, public and private institutions). Consistent with CUR's emphasis on equity and inclusion, posts reflecting diversity of students, faculty, and administrators also are appreciated.
- Social media platforms vary in user expectation regarding frequency of posts. Ascertain the appropriate posting frequency to be used for the particular platform.
- Look for engagement opportunities such as colleagues or organizations that can be friended or followed. CUR has benefited from colleagues and organizations that have shared CUR's posts.
- Before tweeting, posting, retweeting, or reposting, check spelling and grammar of posts as well as any links to ensure they are still valid and any deadlines have not passed. Use hashtags and relevant Twitter handles to promote connections and dissemination (e.g., #UndergraduateResearch, #STEM, @BlackPhysicists for physics items that would appeal to a diverse audience).



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- Stumped for content? Topics of interest to the CUR audience can include mentoring resources (e.g., mentoring of undergraduates, building of faculty mentoring skills, student peer mentoring, navigating mentor-mentee relationships) and resources that may assist undergraduates in conducting and presenting their research. Posts on undergraduate presentation and grant opportunities, or opportunities involving faculty-undergraduate collaborations, may find a receptive audience. Posts on undergraduate internship openings involving research can be of interest, but it is a good idea to check before posting that these opportunities are legitimate, have not expired, and are paid or offer a stipend.
- Setting up a content calendar may assist in organizing and scheduling posts to coincide with special days/months of the year (e.g., February's Black History Month) or platform-specific designations (e.g., Twitter's "Throwback Thursday"). CUR's Undergraduate Research Week (scheduled each spring) provides an opportunity for featuring campus undergraduate research events and activities on social media.
- Be courteous. A lively debate of interesting questions can result in the exchange of valuable information and perspectives, but posting of statements, photos, video, or audio that could be viewed as malicious, obscene, threatening, intimidating, harassing, bullying, or disparaging of others is to be avoided.
- Be honest and accurate. If a mistake is made in a post or tweet, correct it swiftly. Be transparent about any previous posts that have been amended.
- Be ethical. Verify that any news posted is accurate and provide proper credit when sharing content generated by others. Be mindful of copyright, fair use, and intellectual property rights.
- If individuals posting are serving in CUR positions such as division chair, be mindful that some readers may view individuals holding CUR positions as official spokespeople for CUR. Because of this possibility, adding a disclaimer such as "the views posted on this site are my own and do not necessarily reflect the views of CUR" may be advisable. If commenting about something CUR-related, it is recommended that a disclosure be included such as "I serve as a CUR Councilor" (or the appropriate position title). Should an inquiry from a media representative be received, please direct the individual to CUR Executive Officer [Lindsay Currie](#).
- Check and amend privacy settings as necessary, monitor accounts regularly for abuse (such as inappropriate postings by others), and take appropriate actions for abuse (such as blocking/reporting of spam accounts).
- Do not post content that contains language or illustrations that are libelous, defamatory, offensive, or violate third party's privacy rights or proprietary rights. Because CUR is a 501(c)(3) organization, do not post content that endorses any candidate or office holder or partisan political position.