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!