CESL Social Media Policies
and Best Practices

The following information is intended to supplement the official UA Social Media Guidelines available on the UA Human Resources website: <http://www.hr.arizona.edu/social_media_guidelines>.

CESL abides by those guidelines and adds the following, creating its official policies and best practices:

1. Policies for students:

   a) Joining CESL Social media channels is voluntary.
   b) Respect the privacy of others.
   c) Respect the cultural differences of others.
   d) Use appropriate language.
   e) CESL reserves the right to restrict access and affiliation to its channels.
   f) Always ask if you are not sure whether or not something is permitted.
   g) It is the student’s responsibility to request that something be removed, in writing and these requests must be respected.
   h) The promotion of CESL events, activities, and programs incorporates social media in addition to other official means. For official, concrete, and up to date information, students need to visit the CESL website: www.cesl.arizona.edu

2. Policies for CESL staff and faculty:

   a) Respect the privacy of others.
   b) Use common sense when posting or using social media.
   c) Use appropriate language and tone.
   d) Always engage with students in a friendly and respectful manner.
   e) Social media is for casual and friendly communications, not as an official means of communication with students.
   f) Only CESL social media administrators can “follow” or request “friendships” with other social media users.
   g) The official and current social media channels are:

3. Best practices and suggestions for use:

   a) Respond and interact with users whenever possible
   b) Use social media channels for social interaction
   c) Determine your voice and tone before posting/sharing something
   d) If possible provide links to important news posted in the website instead of announcing the news in social media channels
e) Keep communications short and use links to other sites if necessary
f) Create brand awareness by using official/approved UA/CESL logos
g) Share tactfully to avoid oversharing
h) Be as transparent as possible
i) Be proactive instead of reactive
j) Respond to negative and positive feedback
k) Keep internal communications confidential

4. Official CESL social media channels:

https://www.facebook.com/uacesl
https://twitter.com/uacesl
https://plus.google.com/+UACESL/posts
http://www.youtube.com/user/uacesl
http://www.pinterest.com/uacesl/
http://instagram.com/uacesl

TEFL Accounts:

https://www.facebook.com/ceslteachertraining
http://www.youtube.com/user/uacesltt
https://twitter.com/CESLUATEFL

5. CESL's Facebook main page administrators:

- Suzanne Panferov
- Luis Castillo
- Eric McCune
- Daniel Corrales
- Jeremy Lee

Administrator(s) for other social media channels listed above: Luis Castillo

TEFL social media channels administrator(s): Angel Steadman

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