Social Media Guidelines

Social Media is a growing industry and many Franklin College departments, units, and organizations are eager to utilize social media outlets to facilitate engagement with the student body and other communities.

While social media is a powerful tool for collaboration and communication it must be utilized carefully. Franklin College does not have any specific guidelines for social media use, but the University of Georgia does. We encourage our faculty and staff to review UGA’s guidelines prior to establishing a social media presence. UGA expects all faculty and staff participating in social media in an unofficial capacity for UGA to understand and follow the guidelines linked below.

External Resources

- [UGA Marketing and Communications Social Media Guidelines](#)

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Need additional support?

If you have a question that has not been answered in our Social Media Guidelines help documentation or FAQ pages, please click the “Submit a ticket” button to contact the Franklin OIT Help Desk and we will be happy to help!