

## Zoe Fraley Social Media Manager

Zoe says she has a “relatively hands-off approach when it comes to most critical comments because I view social media as a kind of public forum where people can communicate with us as a public institution, and I don't want to encroach on their right to do that.” Other people are more strict when it comes to what comments they keep, but that's my philosophy.

### Question:

- Do you think we should keep our approach to social media as more hands-off, or be more strict when it comes to which comments we keep?

Zoey gave some other helpful tips such as:

- If there are genuine questions and concerns you can answer, address them in a way that is helpful and empathetic, thank them, and let them know they were heard and that their feedback was shared with administration.
- Be sure to be able to tell the difference between genuine concerns, questions and feedback versus critical comments that are only there to vent or troll. Zoe says she leaves those comments up and doesn't engage, but should we be leaving them up or taking them down?
- If there are people sharing specific comments that are critical of how Western, a club, organization, or group are handling something, if there are a lot of valid concerns, compile them up and share them with administration so folks are aware of the concerns.
- Users who make comments that veer into harassment or bullying towards a student need to be let know that harassment won't be tolerated and comments that harass and bully students will be removed, and can be given the chance to edit their comment and respond in a productive way, but if they continue the behavior after being given a warning you can take their comment down.
- Screenshot comments before deleting and hiding including the username.
- If a comment is threatening that is an especially good reason to delete or hide. Take the screenshot to a supervisor to review before taking any action or responding
- Zoey says when it comes to obvious spam like sugar daddy requests and DM's for money, then it is best to just delete those right away.

## Stanford Social Media Guidelines:

- When operating on the University's behalf, do not engage in political activities or express political opinions. **Does this mean we shouldn't be commenting on anything that expresses a political opinion?**
- Do not delete comments simply because you disagree with the commenter's point of view or because the commenter has reacted negatively.
- monitor social accounts or profiles for which you are responsible and delete comments that expose the private data of others, contain commercial solicitations, are factually erroneous/libelous, are off-topic, are threatening or abusive, or are obscene.

## Things we should definitely implement:

- If there are genuine questions and concerns you can answer, making sure we address them in a way that is helpful and empathetic, thank them, and let them know they were heard and that their feedback was shared with administration. **Could comm committee be a place where we address piled up concerns?**
- Be able to discern the difference between genuine concerns, questions and feedback versus critical comments that are only there to vent or troll.
- If there are people sharing specific comments that are critical of how Western, a club, organization, or group are handling something, if there are a lot of valid concerns compile them up and share them with administration so folks are aware of the concerns.
- Warning users who make comments that veer into harassment or bullying towards a student that harassment won't be tolerated and comments and that comments harassing and bullying students will be removed
- Screenshot comments before deleting and hiding including the username to keep a record in case anything happens
- If a comment is threatening that is an especially good reason to delete or hide. Take the screenshot to a supervisor to review before taking any action or responding
- when it comes to obvious spam like sugar daddy requests and DM's for money, then it is best to just delete those right away.

- Monitoring of social accounts or profiles for which you are responsible and delete comments that expose the private data of others, contain commercial solicitations, are factually erroneous/libelous, are off-topic, are threatening or abusive, or are obscene.