



## RUSH UNIVERSITY FACEBOOK PAGE ORGANIZATION AND PROCESS

- Rush's social media policy must be followed at all times.
- The official presence of Rush University remains through the Rush University Facebook page – [www.facebook.com/rushuniversity](http://www.facebook.com/rushuniversity).
  - While social media tools themselves are free of charge, there are costs involved in the creation, maintenance, and execution of the Rush University online brand. In an effort to make the most of our online presence, we must represent all colleges and programs under a unified Rush University Facebook page.

### Rush University Facebook Administrators

- The administrators for the Rush University Facebook page are Ken Quandt and Mary Katherine Krause. Bill Richert from the Rush Photo Group also has administrative access.
- One representative from each college will also have administrative access to the Rush University Facebook page. Currently, Molly Burch (CON), Matt Anderson and Vinkeia Berry (CHS), and Sara Kirby (Student Affairs) have administrative access to the Rush University Facebook Web page. Administrators for other colleges are still to be determined.

### Posts by Rush University Facebook Administrators

- Only Rush University Facebook administrators can add “official” posts to the Rush University Facebook page that will appear as being added by “Rush University.”
- All Rush Facebook administrators should “sign” their comments, since all comments posted by administrators appear as “Rush University” with no attribution to the individual administrator.
- In keeping with social media best practice, Facebook administrators should take care not to engage in shameless institutional promotion. The best possible form of institutional promotion on Facebook is represented by “likes,” positive comments, and the sharing of Rush wall posts by Rush University fans on their personal Facebook pages, by Facebook mail, etc.
- If faculty, staff, or students wish to have an item “officially” posted by a Rush University Facebook administrator, they should submit the request to [university\\_news@rush.edu](mailto:university_news@rush.edu). In order to ensure that all key facts are represented, refer to the “Rush University News Submission Form” located at [www.rushu.rush.edu](http://www.rushu.rush.edu).
- Information submitted to [university\\_news@rush.edu](mailto:university_news@rush.edu) will first be considered for posting on [www.rushu.rush.edu](http://www.rushu.rush.edu) and the appropriate Web page manager will be requested to post the information to the appropriate Rush University Web page. This may be supplemented with a link on the Rush University Facebook page pointing to the story, event, etc., on [www.rushu.rush.edu](http://www.rushu.rush.edu).

### Posts by Fans

- Anyone who has a Facebook account may become a “fan” of a Rush Facebook presence (the three official pages include – Rush University Medical Center, Rush University, and Rush University Alumni) Web page.
- If Rush University faculty, staff and students wish to “unofficially” post information to the Rush University Facebook page, he or she should first become a “fan” and then can “Write on wall.”
  - Such posts will be identified as being authored by the individual faculty, staff or student who posts to the wall. This activity is highly encouraged to promote a dynamic and interactive environment that demonstrates engagement and support of fans.

- Posts should contain information about upcoming events, celebration of past events, and photos (fully approved), for example.
- The administrators reserve the right to remove any post that compromises student or patient privacy, as well as posts deemed inappropriate for any reason, in accordance with the policy statements that appear on the official Rush Facebook pages.

#### Facebook Groups

- Rush University faculty, staff and students must inform Mary Katherine Krause or Ken Quandt about their desired presence on Facebook as a group. Further information and documentation will be provided.