Checklist

For the use of social media and for the process of starting new social media channels in the name of Umeå University (UmU)

- Make sure the establishment of a new communication channel has support from the head of your department or equivalent.
- The head of department or equivalent appoints a person in charge of the channel.
- Make the objective and target audience clear – what purpose will the social media input achieve?
- Specify who the sender will be– UmU or UmU through a faculty, department, unit, centre, employee, etc.
- Put resources aside to manage the channel.
- Determine routines for supervision, archiving and sorting in order to follow the university rules.
- Work out a policy and make it available within the media (please use the template attached).
- Base your use of the social media on the directions given by UmU regarding logotypes, fonts, etc.
- Register your channel with socialamedier@adm.umu.se and provide the following information:
  - The name and URL of the channel
  - The purpose of the channel
  - Estimated frequency of updates
  - Responsible department as well as scope of practise for the channel.
  - Contact details to supportive head of department or equivalent as well as date of approval.
  - Name and contact details to the person responsible for the channel.
  - A short description of the routines of supervision for the channel.
  - Information about how and when the channel will be up for evaluation.
- Open the channel.
- Create routines for handing over user names, passwords and clearances in the case of discontinuation or change of person in charge.
- Before launching a digital campaigns or similar, please report it to socialamedier@adm.umu.se.

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1 The document Dokumenthanteringsplan för sociala medier can be found at umu.se/regelverk/arkiv-och-diarium