



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.¹
- ✓ 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**.

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