

Rubric for Online Content and Social Media

Posting:

This rubric should be used as a set of guidelines for creating and reviewing content to be posted to any UWSP Facebook, SPIN, websites and any other forms of social media or online formats associated with UWSP. This is especially important for accurately representing the UWSP Student Chapter of The Wildlife Society and the Wisconsin Center for Wildlife.

The objective of each post or online content (text and images) should be to inform the public or members. All postings should be centered around wildlife management, education or research and how it relates to the UWSP Student Chapter of The Wildlife Society. The motivation of all online content should be informative or commemorative, and not statements of opinion or persuasion.

Here is a basic list of do's and don't's:

- Maintain a professional language, grammar, gestures, attitudes, and style throughout all online content.
- Avoid any words that are offensive or derogatory.
- No political posts showing support or opposition to legislation or political figures.
- No pictures of children without previously receiving permission from parents/legal guardians.
- Make sure that everyone in a picture is abiding by the UWSP policy for person protection equipment for the respective task featured in the photo.
 - Ex. Personal Floatation Devices (PFDs) in boats, hard hats and chainsaw chaps when operating a chainsaw.
- No dead animals in pictures, only animals that are being used to conduct research, education, or outreach should be shown in postings.
- Subsequently, no animals with apparent injuries or blood should be posted.
- Any animal that is anesthetized in a picture should have something in the post stating that the animal is anesthetized and that IACUC approved protocol is being followed.
- Do not personify any of the animals pictured, such as giving animals human qualities like emotion.
 - Ex. "That hawk looks so sad." "That poor wolf."

These guidelines apply specifically to the UWSP Student Chapter of The Wildlife Society. For more general guidelines for posting on social media please refer to the UWSP Social Media Guidelines at <http://www.uwsp.edu/ucm/sm/Pages/default.aspx> . These guidelines should be followed just as strictly as the above-mentioned guidelines and referred to for any other questions that you may have.

Sharing:

When it comes to sharing other organizations postings, all of the above guidelines should be used and applied to the original post being shared. A shared post should be treated as a post being made by the UWSP Student Chapter of The Wildlife Society. Sharing should also be limited to only from other organizations on campus and other wildlife research/management centered organizations.