Social Media Accounts

Connect with us at:

★ Instagram @usugearup
★ Facebook @usugearup
★ Twitter @usugearup
★ YouTube @usugearup

When using social media (Instagram, Facebook, etc.) in your professional activities, it is important to observe general guidelines and remember basic social media etiquette. The suggestions below are meant to guide you. Broadly speaking, there are three things you need to pay attention to in social media:

★ How you conduct yourself
★ How you interact with others
★ The content you provide

Content: Tips on sharing your activities and successes with us

Social media offers an opportunity to connect and build your community and ours. The best way to use social media is show your students doing activities in the USU STARS! GEAR UP program. The easiest way to do this is to capture exciting learning activities, collaborative projects, and general fun through pictures. Here’s how to start:

★ Catch a picture of your students doing a GEAR UP activity.
★ Make sure to check your school policy about publishing the faces of your students. If that is a concern or a confusion, or if you have students who are camera shy, consider taking dynamic pictures from behind, not showing their faces but their hands doing an activity.
★ Caption the picture with a short description.
★ Add hashtags or handles from this page linking our program and your school.
★ Share Instagram posts directly to your linked Twitter and Facebook accounts.

Post comments and/or pictures on social media sites and use hashtags:

★ #USUGEARUP
★ #MyGEARUPStory #IAmGEARUP and #GEARUPWorks

Final thoughts on social media -- think before you post:

Sharing information with others online can mean that you lose control of it.

Remember the four characteristics of social media:

1. It’s searchable – anyone, anytime, anywhere can find it
2. It’s forever – anyone can find it today, tomorrow, or 30 years from now
3. It’s copy-able – once found it they can be copied, shared and changed
4. It has a global invisible audience – even if your page is private, you can’t tell which friend shares your information. You have no control over what your friends do with it.