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ALBERT GORE RESEARCH CENTER

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## *Social Media Policy*

### **I. Purpose**

The Albert Gore Research Center manages several social media accounts and sites of online content. These include: Facebook, Twitter, YouTube, WordPress, and Historypin. This Social Media Policy is meant to inform staff members and students how to appropriately represent the Gore Center and Middle Tennessee State University (MTSU) while engaging with the public on these online platforms. The policy also specifies how staff members will manage interaction with comments and posts made by members of the public. These policies will be updated and reviewed as needed.

See also [MTSU Policy 150 Social Networking and Media](#) for the university-wide policy concerning social media management.

### **II. Content Creation and Management**

- Content should inform and engage about the Gore Center and its archival collections, MTSU, U.S. history, and/or partner archives and public history institutions.
  - Posts about politicians and/or political organizations must relate directly to Gore Center collections.
- Content should NEVER endorse politicians, political parties, or political organizations.
- Subject matter should be respectful to others and use appropriate language.
- Only full-time staff members may post on any Gore Center social media site, unless given permission.
- Content created by students, interns, and volunteers must be reviewed by a full-time staff member before it is posted to any social media site.

## Facebook and WordPress

The Gore Center encourages the public to share their comments, ideas, and concerns on our [Facebook page](#) and our [WordPress blog](#). We will moderate your comments according to the following guidelines:

- We reserve the right to delete comments or posts that contain abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
- We reserve the right to delete comments that are off-topic, promote services or products, or that promote or oppose any political party or person campaigning for elected office of any kind.
- We will delete links or comments considered to be spam or any posts containing personally identifiable information.
- The public should understand that Facebook and WordPress are part of the public domain, so do not submit anything you do not wish to broadcast to the general public.

## Twitter

The Gore Center maintains an active Twitter account: [@AGRCatMTSU](#). We encourage other institutions and members of the public to follow us on Twitter and interact with us appropriately. The official Gore Center “follows” other Twitter accounts, which may be construed as an endorsement of that account holder. We adhere to the following guidelines:

- The Gore Center may “follow” certain types of Twitter accounts:
  - Archives, museums, or other cultural heritage institutions
  - Official MTSU accounts
  - Federal, state, county, city, and international government accounts
  - Non-governmental organizations, whose mission relates to the Gore Center’s mission
  - Non-profit professional organizations, whose mission relates to the Gore Center’s mission
  - Individuals posting in a professional capacity about topics related to the Gore Center’s mission
- The Gore Center should not “follow” certain types of Twitter accounts:
  - Commercial organizations or companies
  - Any group or individual engaged in activity directed toward the success or failure of a specific political party
  - Personal accounts of Gore Center staff members
- The Gore Center will mute, block, and/or report Twitter accounts that:
  - Tweet abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
  - Tweets that are considered spam.

## YouTube

The Gore Center encourages the public to share their comments, ideas, and concerns on our [YouTube page](#). **Commenting may be disabled on some videos.** Otherwise, we adhere to following the guidelines when managing your comments:

- We reserve the right to delete comments or posts that contain abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
- We reserve the right to delete comments that are off-topic, promote services or products, or that promote or oppose any political party or person campaigning for elected office of any kind.
- We will delete links or comments considered to be spam or any posts containing personally identifiable information.