

## UNIVERSITY OF NORTH CAROLINA WILMINGTON COUNSELING CENTER SOCIAL MEDIA POLICY

This document outlines the UNCW Counseling Center's social media policy. Please read it to understand how the center utilizes social media and what to expect when interacting with the center through social media. Please let a staff member know if you have any questions about this document.

The goal of the Counseling Center is to assist students in maximizing their success at UNCW through providing a broad range of psychological, counseling, and educational services that facilitate the personal and academic growth of students and the campus community. Given the changing culture in connecting with UNCW students, the counseling center utilizes social media (Pinterest, Facebook, etc...) to promote psychological wellness and preventative activities through technology as an addition to traditional outreach programming and services.

Social media assists in keeping the campus community informed of our events, providing useful information relevant for positive mental health, and making various self-help materials/recommendations available including applications, articles, books, pictures, etc... Opinions expressed through the content of social media do not necessarily reflect the opinion of all UNCW counseling center staff members. The content of posts is chosen based on the perceived mental health benefit of the UNCW community and are not endorsements for a particular author, publisher, company, or website. The UNCW counseling center is responsible for monitoring content and any changes in posts/links provided.

By voluntarily following the counseling center through social media, your name/profile may be visible to others. Following the center through social media does not necessarily mean that the person is receiving services from the UNCW counseling center. The counseling center will not follow students or campus members' personal profiles on social media but will follow other college counseling centers and UNCW departments/organizations through social media in order to stay informed of current college counseling trends, available resources, and other UNCW campus activities.

Social media is used for information sharing only and is a one-way relationship with students and the campus community. Pages are monitored daily but are not monitored 24 hours a day and are not secure/confidential forms of communication. Students or campus members should not contact the counseling center through any form of social media. If you need to contact the counseling center, call 910-962-3746 during regular business hours and for after hour emergencies contact UNCW campus police at 910-962-2222 to be connected with the on-call counselor. The Counseling center offers various services to currently enrolled UNCW students only. Please visit our website for more information [www.uncw.edu/counseling/](http://www.uncw.edu/counseling/)