



Guidance for UW Employees in Communicating a Welcoming Environment



Each and every member of the University community plays an important role in fulfilling our mission to unlock the extraordinary in every person through education, research, innovation, engagement and service. For this reason, the University of Wyoming is committed to maintaining an environment that is welcoming and supports the success of all students, faculty and staff.

Part of fulfilling this commitment includes helping employees understand how to incorporate equal opportunity ideas into their communications. President Seidel's Access & Engagement Working Group has developed this guidance document to support employees throughout the university to infuse this commitment through official communications. It's important to note that the guidance provided in this document will not apply in totality to every situation. It is also important to recognize that this guidance is just that, a set of suggestions that we believe would generally be helpful to achieving success in communications and ultimately in UW's mission.

Basic Guidance

In general communication should be:

- Genuine and context appropriate with transparency and honesty.
- Welcoming and supportive.
- Tailored to an audience, treating them with respect, valuing them and their contributions as members of the UW community.
- Delivered at an appropriate time through an appropriate medium.
- Open to feedback whenever possible.
- Constructed with the recognition that all UW communications are public records.
- Cognizant of UW's commitment to inclusive decision making and shared governance through [UW Regulation 1-4](#).

Strategies by Medium

Strategy	Communication Medium
Begin and/or end communication with a positive note/news, affirmation that all are welcome, and/or gratitude for everyone's contributions to unit or UW	Mass Email, Verbal & Web
Include mention of UW resources related to the content of the communication	Mass Email, Verbal, Social Media & Web
Use images that reflect the audience of the communication	Social Media, Print, Video & Web
For events and announcements, affirm that the subject is open to all of UW community	Mass Email, Verbal, Social Media & Web
Introduce full titles before using an acronym	Mass Email, Social Media & Web

Social Media Comment Moderation

Social media serves an important role in offering communication to target audiences and receiving engagements back from that audience. Here are some tips for managing social media comments:

- If the comment is positive, like it or even respond with a positive note back to encourage more positive engagement.
- If a comment is asking a genuine question, do your best to respond with the knowledge that you have and link to UW resources when possible.
- If a comment is spam or scam from a bot account, this can be removed or hidden.
- If a comment contains speech that is unprotected by the First Amendment, it may also be removed or hidden. Unprotected speech includes incitement, true threats, fighting words, obscenity, defamation, fraud and perjury, and speech integral to criminal conduct. Before removing any comments that may contain unprotected speech, please reach out to digital@uwyo.edu to discuss.

Further Guidance

When possible or meaningful communication can include:

- Links to UW policies to continue education about UW institutional functioning
- Specific mention of the intended audience
- Where to go for further support