

O. Social Media Guidelines

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Social media sites and platforms are fundamentally changing the way members of Mount St. Joseph University (University) community interact with each other and represent the University. Social media offer powerful tools to craft the University's message, contribute to enrollment, engage with the University community and enhance the development opportunities for the University, as well as provide numerous possibilities for community outreach.

Mount St. Joseph University offers an official voice on several sites, currently including: Facebook, Twitter, LinkedIn, Pinterest and YouTube. As social media continue to grow, the Mount's options will as well. In the rapidly expanding world of electronic communication, *social media* can mean many things.

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the University.

Many academic departments, divisions and campus organizations offering social media content, interact with the University's key constituents, including but not limited to students, parents, donors, alumni, prospective students, and the public. Both in professional and institutional roles, employees need to follow professional standards and codes of conduct since these communications impact the University's image and reputation.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of other faculty and staff or otherwise adversely affect students, parents, donors, alumni, prospective students, or other members of the University community may result in disciplinary action up to and including termination.

Personal social media accounts fall under the scope of these guidelines if the name or title of the account identifies itself with the University or if the network identifies itself as part of the University and the subject of the post/comment is related to the University. This includes personal accounts that in some way reference the University and identify the user as an employee of the University.

Carefully read the [Social Media Guidelines](#), the [Mission Statement](#) the [Responsible Use of information Technology](#), [Academic Freedom and Professional Ethics](#), and the [Policy on Prohibited Discrimination, Harassment and Related Conduct - Including Sexual Harassment, Sexual Violence, Sexual Misconduct and Stalking](#) and ensure your social media activities are consistent with these policies. Inappropriate social media content that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Employee Handbook

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information that you know to be false about the University or members of the University community.

Privacy does not exist in cyberspace. Social media is viral. Consider the implications of all posts and their impact on the viewer as well as the University. Check your facts before you post something. Information you post reflects on the University and your organization. Maintain professional and appropriate remarks on posts. Make sure you read it and think about it before posting.

Post only appropriate and respectful content

Always be fair and courteous to fellow employees, students, parents, donors, alumni, prospective students, and the public. Understand that content contributed to a social media site could encourage comments and be available to the public which could include prospective students, donors, current students, alumni, parents, prospective student & co-op employers and community leaders and other key groups that are essential to the Mount's continued success. Be aware that when you post on an account associated with the University, you represent the University.

Also, keep in mind that you are more likely to resolve work related or other complaints by speaking directly with your co-workers or supervisor or Human Resources or faculty/staff than by posting complaints to a social media outlet.

Do not post confidential or proprietary information about Mount St. Joseph University, students, employees, or alumni. Employees must follow the applicable federal requirements such as FERPA and NCAA regulations, and adhere to all applicable University privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action up to and including termination.

Do not create a link from your personal blog, website or other social networking site to a University website. On personal sites, express only your personal opinions. Never represent yourself as a spokesperson for the University. If the University is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the University, fellow employees or students, or people working on behalf of the University.

If you do publish a blog or post online content related to the work you do or subjects associated with the University, make it clear that you are not speaking on behalf of the University. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Mount St. Joseph University."

It should be clear to social media users if they are interacting with a site that is an official University page administered and used for University purposes, or if it is a personal page by an individual for his/her own purposes.

Employee Handbook

Respect copyright and fair use

When posting, be mindful of copyright and intellectual property laws. Posts of another publication should provide attribution of sources. See the University's copyright policy in [Appendix I](#).

Respect University time and property

University technology and work hours are reserved for University-related business. Refrain from using social media while on work time, unless it is work-related as authorized by your manager or consistent with the University policy on the [Responsible Use of Information Technology](#). Do not use University email addresses to register on social networks, blogs or other online tools utilized for personal use.

Photography

Photographs, videos and artwork posted on social media sites can be appropriated by visitors. Protect your intellectual property by adding a watermark and/or posting images at 72 dpi and approximately 800 x 600 resolution. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

INSTITUTIONAL SOCIAL MEDIA

If you post on behalf of an official University unit, the following policies must be adhered to in addition to all policies and guidelines listed above:

Notify the Marketing and Communications Department

Departments or University units that have a social media presence or would like to start one should contact the public relations manager or the public relations coordinator in the Marketing and Communications Department to ensure all institutional social media efforts are coordinated. All institutional social media efforts must have an employee who is identified as being responsible for content. For example, if an academic department has a page on Facebook, it should identify the employee responsible for the monitoring and managing the content.

Maintain/Promote University brand standards

Employees should consistently follow all [Brand Standards](#) related to verbal and visual brand, including logo standards and writing style guide. Brand messaging encourages the use of "University of Mount St. Joseph" or "the Mount" in reference to the University.

Have a plan

Departments should consider their messages, audiences and goals, as well as a content strategy for keeping information on social media sites dynamic and relevant. The public relations manager, public relations coordinator and web services and technology manager can advise you about your social media planning.

Employee Handbook

Link back to the University

Whenever possible, link back to the University's website. Ideally, posts should be very brief, redirecting a visitor to content that resides within the University Web environment. When linking to a news article about the Mount, check first whether you can link a release on the University's news Web page instead of to another publication or other media outlet.

Protect the institutional voice

Posts on social media sites should protect the University's institutional voice by remaining professional in tone and in good taste. No individual Mount unit should construe its social media site as officially representing the University in its entirety or serving as the main page or presence. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images and posts should all be clearly linked to the particular department or unit rather than to the University.

Additional information, advice and assistance for the use of Social Media is available through the Office of Marketing and Communication.