

## Social Media Guidelines

These guidelines govern the publication of and commentary on social media by employees of Johnson C. Smith University ("JCSU"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation: blogs; wiki pages; social networking sites such as Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

JCSU employees identified as administrators of JCSU accounts are responsible for managing and monitoring content of the social media accounts. Administrators are responsible for removing content that may violate the University Conduct Policies or the JCSU Social Media Guidelines.

### Guidelines for content

JCSU employees are expected to adhere to same standards of conduct online as they would in the workplace. Laws and policies respecting contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other University constituents apply online and in the social media context just as they do in personal interactions. Administrators are fully responsible for what they post to social media sites.

- Refrain from use of dialogue that includes bias and opinions that may offend your audience
- Refrain from posting information that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact JCSU's Department of Communications and Marketing.
- The University, may remove or cause the removal of any content for any lawful reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Make sure social media content adds value to department/university reputation and provides worthwhile information and perspective.

### Social Media Video/Photo Tips

- Tailor your video accordingly – Choose platforms that engage your audience. Remember the same video will not work on Snapchat and Pinterest, who serve two different demographics.
- Size really does matter – The ideal aspect ratio can vary from platform to platform.
- Be mindful of time – Short videos (anything less than 60 seconds) are typically the guide you should follow. However, that does not rule out lengthier videos, which work well on some platforms like Facebook.
- Use analytics – Keep tabs on how your videos are performing (by using programs such as Hootsuite) and consider what you can do to improve them.
- Offer quality content. Make sure all graphics you use are on brand, using school colors and correct grammar.

### **Don't Tell Secrets**

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our IT security software, details of current projects, fundraising initiatives, new employee hires, research, etc. We must also respect the wishes of our corporate and community partners regarding the confidentiality of current projects.

### **Protect Your Own Privacy**

Use good judgment about content and respect privacy laws. Do not include confidential information about the University, its staff, or its students. Be mindful of posting information that you would not want the public to see.

- While you should be transparent, do not provide personal information that scam artists or identity thieves could use. Do not list your home address or telephone number. It is a good idea to create a separate email address that is used only with social media sites.

### **Be Honest**

Do not blog anonymously, use pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are and identify that you work for JCSU. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and be cautious about disclosing personal details.

- If you also maintain your own personal social media accounts, you should avoid creating confusion over whether or not the account is associated with JCSU. If you identify yourself as a Johnson C. Smith University faculty, and staff member or student online, it should be clear that the views expressed on your site are not those of the University and you are not acting in your capacity as a JCSU employee/student.

### **When to Delete**

The following are examples of posts that should be removed from any page representing a JCSU department, organization, etc.

- Obscene or offensive language or posts where offensive language is implied. We encourage opinions, just not ones hurtful or offensive to others. Use your best judgement when determining what language is offensive.
- Obscene imagery
- Advertisements or promotions not associated with academic opportunities or JCSU's athletic program.
- Personal attacks on other users.
- Posts that are irrelevant to users. (Ex. The sky is falling, and the world will end in 2020)
- False accusations about the university, its students, faculty or staff members.

### **Respect Copyright Laws**

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including JCSU owned copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Additionally, the JCSU seal, JCSU logo, Golden Bull and other registered or trademarked logos may not be modified or changed in any way.

- When posting content, give proper credit for the use of others photos, articles, images or videos by including a link to the original work.

### **Respect Your Audience, JCSU and Your Coworkers**

The public in general, as well as JCSU's employees and students, reflect a diverse set of customs, values and viewpoints. Don't say anything contradictory or in conflict with the JCSU website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.), but also proper consideration of privacy and topics that may be considered objectionable, inflammatory or that might alienate members of your audience - such as personal opinions of politics and religion. On personal social media sites, make it clear that the views and opinions expressed are yours alone and do not represent the views of JCSU.

- Do not post confidential information regarding JCSU students, faculty and staff members. All JCSU employees must abide by federal acts, including FERPA, HIPAA and NCAA regulations when appropriate.
- For additional information regarding federal or state laws concerning privacy, contact JCSU's Department of Human Resources at 704-378-1296.

### **Controversial Issues and Negative Posts**

- If you see misrepresentations made about JCSU on social media sites, you may point them out. Always do so with respect and with all the facts.
- Avoid arguments, especially on sites related to JCSU. Don't try to settle scores or goad competitors or others into inflammatory debates.
- Do not delete the negative post unless the language is offensive or obscene. You want users to see that your page is open to two-sided dialogue, even if it attracts criticism at times.

### **Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

### **Think About Consequences**

Think before you post. What you put online can be found, even if you decide to delete the post. What you write and share is ultimately your responsibility. If the content of your message would not be

acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site.

For example, consider what might happen if a prospective student or potential corporate partner were to see on your page or blog, “This place sucks.”

Saying “It’s been a frustrating day at work” is fine; saying “This place sucks” is risky, unsubtle and amateurish.

Once again, it's all about judgment: using your blog to trash or embarrass JCSU, our students or your coworkers is dangerous and ill-advised.

### **Disclaimers**

Wherever practical, you must use a disclaimer saying that while you work for JCSU, anything you publish is your personal opinion, and not necessarily the opinions of JCSU.

### **Social Media Tips**

The following tips are not mandatory, but will contribute to your successful use of social media:

- The best way to be interesting, stay out of trouble and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. Check your spelling, punctuation and grammar. If you're not design oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

### **Monitoring**

The Department of University Communications and Marketing is not responsible for monitoring posts to social media accounts other than the official university accounts. All accounts related to University departments/units/organizations must have a JCSU employee who is identified as being responsible for content.

When you are ready to create your social media account, have the employee responsible for its content complete and sign the JCSU Social Media Agreement and return it to the Department of University Communications and Marketing.

### **Rules to follow when setting up an account**

- All JCSU social media accounts **MUST** provide username, password and contact information for person(s) running account(s).
- Get approval of avatar photo from UCM Director
- Make sure followers know you are a part of the JCSU brand. Remember to tag (#JCSU)/mention JCSU and the appropriate affiliate accounts if necessary.
- **ONLY** official university accounts (run by UCM) will be featured on the JCSU website

- Do not set up an account if you're not going to feed it regularly - UCM reserves the right to **disable or temporarily unpublish JCSU social media accounts that are dormant (no posts, no activity) for more than SIX months**, as such stagnancy reflects poorly on the university. If you cannot adhere to guidelines, we are happy to promote your information or event on university social media sites.

### **Replacing a JCSU Social Administrator**

Should a JCSU employee administrator of an account leave the University for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another JCSU employee to be an account administrator and remove the former employee's administrative permissions to the site. Whenever possible, a department should appoint two individuals to act concurrently as account administrators for a social media site representing JCSU.