

## **Snow College Social Media Policy**

### **1. Purpose**

Snow College supports the official use of social media to reach audiences important to the institution, such as students, potential students, alumni, parents, employees, visitors, community members, etc.

Social media sites are excellent venues to communicate and encourage engaging discussions about Snow College current events, issues, accolades, organizations and people. This policy defines the rules and procedures for creating an on-line presence and the use or participation of Official Snow College Social Media Sites (as defined in Section 3.1) to ensure that college-sponsored social media is both legal and in compliance with College policies.

### **2. Policy**

2.1 All Official Snow College Social Media Sites must adhere to state and federal laws and regulations, and College policies. Only public information may be posted on Official College Social Media Sites. Official College Social Media Sites must not contain sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and National Collegiate Athletic Association (NCAA) Regulations, as applicable. Any sensitive personal information or other confidential information posted on an Official College Social Media Site must be removed by the site manager as soon as practically possible upon discovery.

2.2 The College is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, the College will not tolerate any activity or posting on an Official College Social Media Site that loses First Amendment protection such as any unlawful, defamatory, or obscene (as defined by Utah and federal law) activity or posting. The College reserves the right to remove any such posting without notice. The College also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action.

2.3 All Official College Social Media Sites must respect intellectual property rights, federal Copyright law and College policies.

2.4 Employee Use – When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a College representative, employees must comply with applicable College policies governing employee behavior and acceptable use of electronic and information resources.

2.5 Primary administrative rights for Official College Social Media Sites will be assigned only

to College employees. Official College Social Media Sites will have a minimum of two managers to ensure that the site is consistently managed. Should one manager be unavailable, the second assigned manager will manage the site. At least one of the two managers should be an employee of the College's Office of Marketing and Communications.

2.6 All content on Official College Social Media Sites must comply with the College's ADA guidelines to ensure that the information is accessible and usable by people with the widest range of capabilities possible. Accessibility requirements apply to the content on the social media tool, not the features of the tool. Therefore, if the Official College Social Media Site does not use an inaccessible feature, it is not in violation of accessibility requirements.

2.7 All College Social media sites must comply with any approved applicable College branding standards.

2.8 This policy applies to faculty and staff, including student employees, who engage in internet conversations for work-related purposes or who are asked by supervisors to use or participate on social media as part of his or her job responsibilities.

### **3. Definitions**

3.1 Social Media: A software system or service provided via the Internet used to communicate and share information between people through interactions with video, audio, text, blogs, Wikis, RSS feeds or multimedia. Examples include, but are not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube, Google Plus, Pinterest, and other similar services.

3.2 Copyright: A form of intellectual property law protecting original works of authorship including literary, dramatic, musical and artistic works. A copyright does not protect facts, ideas, systems or methods of operation – only the way these objects may be expressed.

### **4. Procedures**

4.1 Branding for College Social Media – For any Official College Social Media Site, the social media icon and/or profile image must comply with any applicable College branding standards. The social media icon and/or profile image needs to be an approved logo for that entity, or another appropriately, approved branded image. All logos and images should be approved through the College's Office of Marketing and Communications.

4.2 Content for College Social Media (does not include photo policies)

4.2.1 Managers of the site, when in need to request authorization to hide or delete any material in violation of this policy, or to block a user from a site, should contact the the College's Office of Marketing and Communications, who will consult with the College Administration on actions to be taken.

4.2.2 Managers of an Official College Social Media Site should not engage in personal activity under the guise on any Official College Social Media Site.

4.2.3 Only public information may be posted on Official College Social Media Sites. Official College Social Media Sites should not be used for the communication of business transactions, including credit card or payment information, educational records protected by FERPA, medical records protected by HIPAA, or any other confidential information.

4.2.4 Social media content on an Official College Social Media Site may sometimes include photographs, audio or video. Social media site managers are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or College policies.

4.2.5 Managers are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic.

4.2.6 Managers of College Social Media Sites should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is the manager's duty to stay up to date.

4.3 Managers will not share any inappropriate or restricted-use photos.

4.4 Criteria for Approval of Social Media Initiatives

4.4.1 The following criteria shall be considered when there is a request to establish a college-hosted social media site, or to participate in on-line discussions or social media on behalf of the college:

4.4.2 Whether or not the College's involvement can be carried out in such a manner that positively supports the institution's values, missions, and goals.

4.4.3 Whether or not the engagement with the audience adds value to both the college and the audience.

4.4.4 Whether or not the approach is as effective or efficient as other approaches that might be used (i.e. would an existing Snow College social media initiative or the Snow College website accomplish the same goals).

4.4.5 Whether or not the use of social media enables the College to offer services it might not otherwise be able to offer.

4.4.6 Whether or not sufficient resources exist to appropriately manage the interactions.

4.4.6.1 The content manager of the Official College Social Media Site is responsible to administering and monitoring the account, identify any problems that may emerge, and take action when necessary.

4.4.6.2 The appropriate contributor(s) and/or a sufficient number of contributors with appropriate expertise shall be identified to ensure timeliness and currency of content.

#### **4.5 Approval Process**

4.5.1 The Department Head for the entity making the request shall approve a request for College department, office or organization presence or participation on social media sites on behalf of the College. A Club needs the approval of its advisor and the Director of Student Life. The request form is available on the College's website.

4.5.2 Once approved, the request to the College's Office of Marketing and Communications will be reviewed.

4.5.3 The level of editorial control that will be enforced for College presence or participation on social media sites shall be identified and agreed upon with the Office of Marketing and Communications during the approval process.

#### **4.5.5 Updating and Monitoring**

4.5.5.1 Pages shall be updated on an ongoing basis by the departments or units that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. To be effective, pages must be dynamic and will require updating more frequently than a Web site. A stale page may cause more damage to the image of the College than having no page at all. Social media pages that are not updated for a period of one-year shall be reviewed by the College's Office of Marketing and Communications, and if it is determined by the Office that the social media page is defunct or inactive, the page may be deleted.

4.5.5.2 For every social medium in which the College hosts or is actively engaged there shall be at least one faculty or staff person (manager) in the area sponsoring or participating in the social media initiative designated to monitor the medium and its content.

4.5.5.3 Faculty, staff, and student employees who participate in approved social media on behalf of the College shall comply with the Social Media Use Policy.

4.5.5.4 The Marketing Department is charged with the responsibility to monitor the College's social media initiatives, counsel those who represent the College online on

adherence to these policies, and take action to restrict or remove an employee's ability to publish should efforts to correct the situation fail.

4.5.5.4 All established social media accounts shall be registered with the Office of Marketing and Communications. Login information including username(s), password(s), and associated email address(es) for each social media platform account shall be registered. All newly created official Snow College social media accounts must be approved and set up by the Office of Marketing and Communications to insure management consistency and administration/manager transfers.

## **5. Social Media Uses**

5.1 Snow College supports the use of social media by its community members as a way to facilitate communication. Social media tools, uses and challenges are evolving rapidly, and the college continuously monitors our strategies and best practices for using these media outlets. The following policy serves as a guideline and starting point for those initiating a social media feed that involves the college, its departments, programs, groups, organizations and individuals. It is also a reference for those managing existing feeds, so that the college's efforts in social media communications are as consistent as possible. Additional references and guidelines can be found on the website at: <http://www.snow.edu/social>

5.2 Any existing sites or pages that represent Snow College are reviewed routinely and may be amended or, when necessary, removed.

5.3 The Marketing Department shall oversee the Snow College presence on key social networking sites and shall evaluate whether to launch a presence on new sites as they become available.

5.4 All policies, procedures, and guidelines regarding college trademarks, names, and symbols apply to social networking sites. Those policies are maintained within the Snow College branding guidelines. The the Office of Marketing and Communications can offer guidance about how to properly use names, logos, etc., to resolve branding and copyright/trademark issues in these venues.

5.5 Snow College does not pre-screen posted content, but it shall have the right to remove, in its sole discretion, any content that it considers to violate this policy. The college does not endorse or take responsibility for content posted by third parties.

5.6 The Office of Marketing and Communications works to correct inaccuracies on Snow College social media sites by responding with correct factual information and including source citations (links, video, contact information, etc.) when appropriate.

5.7 The College does not permit explicit or implied institutional endorsements of any kind through the use of its names, trademarks, logos or images -- including pictures of campus

buildings.

5.8 Acceptable content may be positive or negative in context to the conversation, regardless of whether it is favorable or unfavorable to Snow College. However, language that is illegal, obscene, defamatory, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to any person or entity, or otherwise injurious or objectionable is unacceptable and shall be removed.

5.9 Managers, editors, contributors, etc. of Official College Social Media Sites shall read, understand and follow the College's Social Media Best Practices and use the appropriate Snow College hashtags(#) as contained on the College website.