Social Media and Content

This policy governs the publication, activity and commentary when an employee is expressly or impliedly representing Donnelly College on social media or through any content created that will appear online including but not limited to photographs, videos, posts, shares, social media engagement, written statements or appeals.

For the purposes of this policy, "social media" means any facility for online publication and commentary, including but not limited to blogs, wikis and social networking such as Facebook, LinkedIn, Twitter, Instagram, Snapchat, Pinterest, Vimeo and YouTube. Publication, activity and commentary on social media carry similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that Donnelly employees must otherwise follow. Please contact the Marketing and Communications department for detailed information regarding College expectations.

Employees representing or advising a department, program, initiative or student activity group that would like to operate a social media account on behalf of that group must follow these guidelines:

- Meet with the Marketing and Communications department to discuss the plan for the use of the account, what type of content will be posted, who will maintain a content calendar, who is responsible for the account, and explain why it is necessary to have a separate account as opposed to posting content on the primary Donnelly College social media accounts.
- The Marketing and Communications department reserves the right to request that the department, program, initiative or student activity group also obtain the approval of the Dean of the College and/or President prior to establishing an account and posting content.
- The Marketing and Communications department reserves the right to deny a request for account creation and will provide the requestor with a written statement of reason signed by the Dean of the College and/or President.

Should permission be granted to establish a new account, the below guidelines must be

followed:

- Adhere to the Best Practices for Social Media at Donnelly College document from Marketing and Communications department.
- Uphold brand standards using appropriate logo, font and colors.
- Accounts should have the complete name *Donnelly College* within their title.
- Accounts should only be created when not tied to a personal account. If an account needs to be tied to a personal account to be established, contact Marketing and Communications for assistance.
- To prevent social media accounts from becoming inactive and/or including inappropriate content reflecting poorly on Donnelly College, account creators must contact the Marketing and Communications department to advise of the creation of an account and report who the staff or faculty "Account Administrator" is that will be ultimately responsible for the updates and content of the account, even if a student representative(s) is responsible for posting content. If the assigned Account Administrator changes, it must be reported to Marketing and Communications.
- The Marketing and Communications department reserves the right to request that the Account Administrator of the account delete inactive accounts after no less than three months of inactivity or remove inappropriate or out of compliance content.
- The Marketing and Communications department reserves the right to request the content or postings be removed if they do not appropriately represent the College community, values, mission, charter or departmental purpose. The account holder will be provided a notice of content removal from the Marketing and Communications department that will be signed by the Dean of the College and/or President.

For social media accounts existing prior to the establishment of this policy (January 2017), employees should make a reasonable effort to comply with the above policy, if possible, and when not infringing on the privacy of a personal account of an employee or student. Inability to conform with the above policy should be communicated to the Marketing and Communications department.

Publication Info

Last published version of this policy was in the *Administrative Process and Procedures Manual, April 23, 2016*.

Previous policy last revised January 3, 2017.

Currently revised policy is not published, but it will be included in next version of an applicable policy manual document and is distributed to staff and faculty as needed or upon request.