

1.0 TITLE: SOCIAL MEDIA POLICY

2.0 PURPOSE: Social media has made instant communication easier than ever before, allowing us to build relationships, engage in an ongoing dialogue and connect with a broad, global audience. Social networks include but are not limited to: Facebook, Twitter, YouTube, LinkedIn, Instagram, Snapchat, Pinterest, Tumblr and blogs.

La Roche College supports the use of social media by faculty, staff and other College stakeholders. However, to protect La Roche's online reputation and visual identity, the College must establish rules and regulations for the proper use of these resources.

The purpose of this policy is to establish guidelines for the campus community to:

- Use social media to best represent La Roche College
- Build a social media presence that conveys the values represented in the College's mission
- Leverage social media to achieve the institution's goals, increase brand awareness and direct traffic to the official College website

This policy is intended to reflect La Roche College's commitment to the principles, goals and ideals described in the College's Mission Statement.

3.0 REVISION HISTORY: New

4.0 PERSONS AFFECTED:

Faculty, staff, administrators, student organizations and departments/offices that use social media to represent La Roche College (not personal social media accounts).

5.0 POLICY:

If you post on behalf of La Roche College as a department, organization or representative, you must adhere to the following regulations and related College policies:

1. Submit a Social Media Application to the Office of Marketing and Media Relations

Departments, offices or organizations that manage a social media page or would like to start one must contact the Office of Marketing & Media Relations and submit an official social media application.

2. Do not alter institutional logo

Adhere to La Roche College's College Name and Logo Policy. The institutional logo is the keystone of La Roche's visual identity. Never modify the logo outside of the guidelines listed in the College's branding manual.

Please refer to the La Roche intranet for guidelines on incorrect and correct usage of the institutional logo: Offices > Marketing and Media > Brand Guide Manuals > La Roche College Visual Identity Manual (PDF).

3. Post accurate information and comply with copyright laws

Adhere to La Roche College's Copyright Compliance policy. Credit sources when necessary and link content to original sources. Before posting or responding to users, double-check that all information you share with your audience is truthful. If you are unsure, contact appropriate sources to confirm that all information is accurate.

4. Maintain transparency

Remember that you are posting on behalf of La Roche College. To your audience, posts come from the College and not a specific individual. Act responsibly; your behavior directly reflects the College.

5. Monitor page frequently

Faculty, staff, administrators, student organizations and departments/offices that use social media to represent La Roche College must designate a page administrator who can update and monitor your page/social network on a regular basis. Your page administrator should be a full-time employee.

- Content should resonate with your audience. Utilize copy, photos, videos and links to content and media included on the La Roche College website.
- Services that shorten web links, such as bitly.com and TinyURL, are helpful and serve as an alternative to posting long web addresses to social media networks. These services also allow you to track how many users visit the links that you share.
- Provide a timely response to your users when they comment or reply to posts.
- Moderate comments; only delete postings that include profanity and/or derogatory comments about College faculty, staff or students.
- Address negative comments in a kind and honest manner.
- Delete spam and only block users who continually post offensive or inappropriate content.

6. Link back to the College website

Your social media strategy should include driving traffic to the official La Roche College website. Whenever possible, direct users to the College website for content related to your posts.

7. Respect other users

Do not use profanity, ethnic slurs, threats or personal insults. Treat other users with respect, even if they disagree with you. Respect their opinions, and do not demean or discriminate users on the basis of their age, race, origin, religion,

gender, political stance or sexual orientation. Adhere to the official College Nondiscrimination Policy.

Protect the institution's voice: Your posts online should remain professional. Content should reflect the College's mission, values and brand personality. Refer to the branding manuals, located on the La Roche intranet: Offices > Marketing and Media > Brand Guide Manuals

8. Prohibit advertising/soliciting

Official pages are not venues for self-promotion. Do not post or allow others to share advertisements unrelated to La Roche College or its community members.

9. Confidentiality and privacy

Do not post confidential or exclusive information about La Roche College, its students, alumni or employees. Confidential information includes: social security numbers, addresses, phone numbers, full date of birth, student identification numbers, financial information, grades, etc. Exercise good judgment and follow College-wide policies. Avoid discussing internal policies and procedures. Do not post anything you would not share in a public setting. Adhere to La Roche College's Confidentiality of Student Records Policy.

6.0 DEFINITIONS:

Blog: A website where short entries are usually (but not always) presented in reverse chronological order, with the newest entry first. Can be news, commentary, photos, video or any combination of the above or other items. An update to a blog is a blog post or a blog entry. Blogs can also be distributed outside the website context via RSS feed.

Handle: A self-selected, public-facing username on a social network, particularly Twitter and Instagram. May be used interchangeably with username.

Hashtags: The use of a number sign (#) to convey the subject a user is writing about so that it can be indexed and accessed in other users' feeds. If someone is writing about the Super Bowl, for example, the use of #superbowl could be an appropriate hashtag. No space is used between the hashtag and the accompanying search term.

Link Shortener: Tools that allow users to shorten a longer URL to make it easier to share. Bit.ly and TinyURL are two link shorteners.

Poster/User: This term applies to anyone publishing or commenting on a social media site. It applies to both those managing accounts and their audience.

Social Media: Online tools that people use to connect with one another, including social networks.

Social Networks: Online networks such as Facebook or Twitter where people share personal and professional information and content, and connect with friends and colleagues.

7.0 AUTHORITY: The La Roche College President has the authority to enforce this policy. The authority may be delegated to the Associate Vice President for Marketing and Media Relations. The Office of Marketing and Media Relations reserves the right to access and manage all official La Roche College social media accounts. This office also reserves the right to edit and delete content as appropriate, or shut down an account if necessary. Marketing and Media Relations will approve all official profile images and will keep a list of content managers and passwords on file to facilitate proper account transitions if a new account manager steps into your role. This office must approve all account managers and accounts.

8.0 PROCEDURES:

1. Submit a Social Media Application to the Office of Marketing and Media Relations

Departments, offices or organizations that manage a social media page or would like to start one must contact the Office of Marketing & Media Relations and submit an official social media application.

2. Develop a plan and establish goals

Develop a strategy for what you want to achieve using social media, and determine how you will measure your progress. Consider your message, audience and goals. Marketing and Media Relations can assist you with your social media strategy.

3. Select an appropriate profile image

Your profile picture should communicate your relation to La Roche College. Although this image should be consistent with official College accounts, it should not be the La Roche College logo, which is reserved for the official social media pages listed on laroche.edu. Submit a work order to Marketing & Media Relations to have an image provided to you.

4. Adhere to the following Critical Response Plan when necessary

Critical Response Plan:

Scenario 1 – Inappropriate post sent from any official La Roche social media account

1. When post is detected:
 - Take screenshot.
 - Delete post.
 - Alert the Social Media Manager. If unavailable, contact the Associate Vice President for Marketing and Media Relations.

2. The Social Media Manager and the Associate Vice President for Marketing and Media Relations to discuss impact, reach and evaluate further action.
3. The Social Media Manager and the Associate Vice President for Marketing and Media Relations to develop appropriate follow-up.
4. If media has picked up post, the Associate Vice President for Marketing and Media Relations to manage all direct contact.

Pre-approved messaging: Messaging will be dependent on nature of post – to be developed by the Social Media Manager and the Associate Vice President for Marketing and Media Relations.

Scenario 2 – Campus Crisis (i.e., Active Shooter, Fire, Emergencies Related to Residence Life or Student Life, etc.)

1. The Associate Vice President for Marketing and Media Relations will alert the President.
2. The Social Media Manager and the Associate Vice President for Marketing and Media Relations will meet immediately with Vice President for Student Life and Director of Public Safety to determine further action and messaging in response to crisis on campus.

Pre-approved messaging: Messaging will be dependent on nature of post – to be developed by Marketing and Media Relations, Student Life and Public Safety.

9.0 CONTINUOUS RENEWAL:

This policy shall be assessed in three years from its effective date to determine its effectiveness and appropriateness. This policy may be assessed before that time to reflect substantive change.

Sister Candace Antrosino

 President

1/6/17

 Effective Date

10. RELATED POLICIES:

- Public Relations, Printing and Publication Policy
- College Name and Logo
- Copyright Compliance
- Confidentiality of Student Records
- Nondiscrimination Policy