SOCIAL MEDIA POLICY

Purpose of Policy:

The purpose of this policy is to provide guidance for optimal use of social media.

This policy will apply to social media accounts created by Valdosta State University (hereinafter "VSU") employees for the benefit of VSU. Some examples of the various communication media under this policy include, but are not limited to, Facebook, Twitter, LinkedIn, Flickr, Instagram, and YouTube. The Social Media and Web Content Manager Position has been established to assist in the campus-wide implementation of this policy. This policy will apply only to social media accounts created for the express purpose of officially representing VSU. Employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the University.

All official account listings will be published on this webpage:
http://www.valdosta.edu/main/social.php

Definitions:

Poster or User: A person submitting content to any social media site that is officially recognized by VSU.

Social Media: Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Types of social media include networks like Facebook and YouTube but also include blogs and podcasts.

Social Media Accounts: These are accounts or profiles created in social media outlets such as Facebook, Twitter, YouTube, Flickr, and LinkedIn.

Social Media Best Practices: These consist of widely recognized guidelines, ethical considerations, and conventions for creating successful social media campaigns and accounts.

Social Media and Web Content Manager: The purpose of the Social Media and Web Content Manager is to help VSU units create, manage and succeed in using social media outlets to further their academic mission.. The Social Media and Web Content Manager will provide periodic training sessions regarding social media use and its role at VSU.

Social Media Terms and Conditions: The terms and conditions imposed by the social media website in which the User is participating.

University's best interest: To represent the University in a fair, accurate and legal manner while protecting the brand and reputation of the institution.

Selection of administrators:
Whenever possible, a unit should appoint two individuals to act concurrently as account administrators for a social media site representing VSU. If there are not two employees available to serve as account administrators, the Social Media and Web Content Manager may serve in that capacity

Compliance with Rules and Regulations:

Terms of Use: Whenever a social media account is created, the social media outlet requires the account creator to agree to certain terms and conditions for use of the site by clicking "Yes" or "I accept" as part of the account creation process. (These are called ClickWrap User Agreements.) These are legal contracts, and they often contain terms and conditions that create risks for the account creator and the University (for officially-recognized VSU accounts). In view of this, VSU has adopted this policy to manage these "clickwrap agreements" and mitigate the risks they create. Account administrators are delegated authority to create official social media accounts through completion of the application process and approval by the Social Media and Web Content Manager. The Social Media and Web Content Manager will request legal and/or administrative approvals prior to approving applications when required.

Maintain Confidentiality: Do not post sensitive or proprietary information about VSU, or personal, medical or financial information on its students, its alumni or your fellow employees. Follow federal requirements and university ethics policies, Use ethical judgment and follow federal requirements and university policies, including$_3$:

- ❖ Gramm Leach Bliley (security of student information)
- ❖ Health Insurance Portability and Accountability Act of 1996 (HIPAA – Confidentiality and privacy)
- ❖ Family Educational Rights and Privacy Act of 1974 (FERPA – students' rights to educational records and privacy
- ❖ Ethics
- ❖ Anti-Harassment

Respect Copyright and Fair Use: When posting, be mindful of the copyright and other intellectual property rights of others and of the university. For guidance, see generally Information Resources Acceptable Use Policy.

Advertising: This Policy does not authorize units to enter into advertising agreements with social media sites. Any VSU unit wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies governing both the public relations considerations and the procurement and contracting considerations related to such services. As most, if not all, social media sites will require a "clickwrap" agreement (an online contract that can be accepted by clicking "Yes" or "I accept"), University employees generally do not have the authority to place advertising without administrative approvals. Requests for approval should be directed to the Social Media and Web Content Manager.

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3   URLs to referenced websites include:
- ❖ Gramm Leach Bliley (security of student information): http://www.valdosta.edu/administration/policies/cover-page-2143.php
- ❖ Health Insurance Portability and Accountability Act of 1996 (HIPAA – confidentiality and privacy): http://www.valdosta.edu/administration/policies/cover-page-3607.php
- ❖ Family Educational Rights and Privacy Act of 1974 (FERPA – students' rights to educational records and privacy: http://www.valdosta.edu/administration/policies/cover-page-2801.php
- ❖ Ethics: http://www.valdosta.edu/administration/policies/cover-page-3602.php
- ❖ Anti-Harassment: http://www.valdosta.edu/administration/policies/cover-page-3003.php
- ❖ Acceptable use: http://www.valdosta.edu/administration/policies/cover-page-2102.php

Political Campaigning: VSU Human Resources policy 804.07(b)(2) forbids the use of University materials, supplies, equipment, machinery, or vehicles in political campaigns. This policy extends these restrictions to the use of VSU social media accounts.

Enforcement Procedure: A notice will be sent to any administrator who fails to comply with the social media policy. A copy of this notice will be sent to the administrator's supervisor. A second failure to comply with policy will result in a notice to the administrator, his/her supervisor and the respective cabinet level officer. The administrator will be required to complete the training on social media policies. The social media account privileges will be withdrawn if a third violation occurs on the same account or by the same administrator. In the event of an employee stated refusal to follow the policy, official recognition of the account will be immediately withdrawn. In the event of suspected fraud or malfeasance, University policies will be followed.

Guidelines for Content:

Responsible parties:

The social media administrator will abide by the following acceptable use rules:

- ❖ By posting content to any social media site, the poster represents that the poster owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use.

- ❖ The Poster agrees that he/she will not knowingly provide misleading or false information, and he/she will indemnify and hold VSU harmless for any claims resulting from the content.

The list of Administrators may be found at this weblink:_

http://www.valdosta.edu/administration/emc/web-services/social-media/about.php

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The Vice President of Enrollment, Marketing, and Communications will be responsible for enforcing the policy administered by the Social Media and Web Content Manager.

The Social Media and Web Content Manager will provide input and assist in University outreach and training on this policy and best practices. He or she will manage the day-to-day application process

and update the social media web site and account directory as needed. All social media accounts officially recognized by VSU must have at least two VSU employees as administrators at all times to ensure adherence to this policy. No one unaffiliated with Valdosta State University may have access to account and the Social Media and Web Content manager shall have access to all accounts.

Standards of Conduct:
Members of the university community are expected to adhere to the same standards of conduct online that they would exhibit on campus. Members are expected to adhere to all state laws, federal laws, and applicable university policies, procedures and regulations. Posters/users are fully responsible for what they post to social media sites.

Appropriate Content and Interaction:
All officially recognized social media accounts will be publicly listed by VSU in a directory on the VSU social media website. Student organizations desiring to create official university social media accounts must be registered with the Social Media and Web Content Manager. Officially-recognized VSU social media accounts will be reviewed and approved through the process established by the Social Media and Web Content Manager.

Users must refrain from using information and conducting activities 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 the University Attorney.

Inappropriate, offensive, injurious and illegal content may be removed by VSU employees identified as account administrators or at the direction of the Social Media and Web Content Manager.

Best practices for social media accounts must be considered. Administrators may contact the Social Media and Web Content Manager at any time for consultation.

Monitoring:
VSU is committed to the protection of academic freedom. Regularly review content posted to social media sites. However, it shall have the right to do so, and, with respect to any site maintained in the name of 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.

Document Retention:
Communications created using social media shall follow the applicable Records Retention Schedule, as per USG policy. http://www.usg.edu/records_management/schedules/A

SOCIAL MEDIA PROCEDURES

How to set up an account:

I. Submit the application for an account to the Social Media and Web Content Manager.

II. All applicants for officially-recognized social media accounts are required to submit the profile image/avatar of each account as part of the application process to ensure compliance with VSU's Visual Identity policy: http://www.valdosta.edu/administration/policies/cover-page-5601.php

III. The Social Media and Web Content Manager will contact the applicant to schedule a consultation before including the account on VSU's official social media site. This consultation will assist in setting the department's social media strategy, including setting goals, determining messaging, selecting networks, brainstorming content and evaluating results. A social media strategy will help the department in evaluating new platforms and sites and in deciding when to discontinue use of websites.

VSU employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible for removing content that may violate University Policies or the Terms and Conditions of the Social Media website.

Should a VSU employee administrator of an account leave the University or no longer wish to be an account administrator, it is the responsibility of the unit supervisor to designate another VSU employee to be an account administrator and to remove the former administrator's permissions to the site.

If there are any problems identifying a new administrator, contact the Social Media and Web Content Manager.

- ❖ Non-Discrimination: http://www.valdosta.edu/administration/policies/cover-page-5601.php
- ❖ Anti-Harassment: http://www.valdosta.edu/administration/policies/cover-page-3003.php
- ❖ Title IX non-discrimination: http://www.valdosta.edu/administration/policies/cover-page-3005.php
- ❖ Intellectual Property: http://www.valdosta.edu/administration/policies/cover-page-

2405.php
- ❖ Violence in the Workplace: http://www.valdosta.edu/administration/policies/cover-page-3610.php
- ❖ Disruptive Behavior: http://www.valdosta.edu/administration/policies/cover-page-3611.php

Anything that would be deemed a violation of policies in a face-to-face or telephone communication would likely be considered a violation of those same policies if it took place within the social media environment. Users are to post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. VSU's name or marks may not be used to endorse any opinion, product, private business, cause, or political candidate.

APPLICATION FOR SOCIAL MEDIA ACCOUNT

The purpose of this form is to ensure that all social media related to Valdosta State University adheres to the institution's Social Media Policy.

Upon completion of this form, it should be forwarded to the attention of the Social Media and Web Content Manager. He or she will contact you to schedule a consultation before including your account in VSU's official social media sites. We recommend completing the Social Media Planning Worksheet prior to your consultation.

Person completing this form:	
Job Title:	Unit Name:
e-mail Address:	Phone Number:

Please briefly describe the intended purpose of your account(s):

_____
_____
_____
_____

Social Media Accounts

What type of social media accounts are you creating? If you already have an account set up, please provide your account URL(s). (Sample URL: www.facebook.com/valdostastate) Please complete all that apply.

Social Media type	URL
Facebook	
Flickr	
Foursquare	
Google+	
Instagram	
LinkedIn	
Twitter	
YouTube	
Other:	
Other:	

Administrators of your social media accounts:
Contact information for two (2) VSU employees who will serve as administrators of the account(s), plus the unit supervisor. Administrators of social media accounts should understand the importance of using appropriate language, acceptable use, determining if posts are acceptable, intended audience, relevancy, and correlating social media use with existing university policies. In the event an administrator violates policy, the supervisor will also be held accountable.

Name	Title	Email Address	Phone #	Signature	Date

Policy Agreement: I have read and understand the terms and conditions applicable to the social media account(s) for which I am applying. By signing the above box, I agree to VSU's Social Media policy and will abide by existing university policies in order to promote Valdosta State University in a positive way.

This social media account has been approved and added to the web site of official accounts.

Consultation by:	Date:
Approved by:	Date:
Added by:	Date:

Form created: November 4, 2013

Social Media Planning Worksheet

Creating a Social Media Strategy at Valdosta State University

A social media strategy includes setting goals, determining messaging, selecting networks, brainstorming content, and evaluating your results. A strategy will prepare you for both the evaluation of new platforms and sites as they arise or help you decide when to discontinue use of other networks as they fall out of favor.

Step 1 – Set Goals
- ❖ What are we looking to accomplish by becoming involved in social media?
- ❖ Who is your audience? What group(s) of people do you hope to reach?
- ❖ What results do you hope to achieve? Would you like to increase enrollment? Build community? Spread the word about programs?
- ❖ How can these results be measured?
- ❖ How does social media fit into your overall communications strategy?

Step 2 – Determine Messaging
- ❖ What are your area's main messaging points?
- ❖ What core values/messages do you wish to communicate through social media?
- ❖ What do you want your audience to remember about your area?

Step 3 – Choose Social Media Channels
- ❖ What channels are you already using?
- ❖ What other channels, if any, are you considering?
- ❖ Are the channels you are currently using working for your group?
- ❖ Which social networks is your audience using? Keep in mind that trends change – Facebook previously had a younger population, but now it skews older (65% of Facebook users are 35 or older).
- ❖ What channels will allow you to best connect/interact with your audience?
- ❖ Different platforms require different amounts of monitoring and interaction, but all social media is a time commitment. Do you have the time and availability to properly interact on the chosen platform(s)?

Step 4 - Brainstorm Content
- ❖ What sort of content will you share on your chosen social media channel(s)?
- ❖ What information is of interest to your audience?
- ❖ What content is most engaging (i.e. initiates the most feedback, comments, etc.)?
- ❖ Do you already have appropriate content on hand? If not, how will you get/create it?
- ❖ How will you deal with comments, both negative and positive?

SOCIAL MEDIA GUIDELINES FOR USE

Note: The following lists are not all-inclusive

Do

- ❖ DO obtain approval of the social media page or profile your unit wishes to use. Once your unit has been approved, create a profile name that clearly and concisely identifies your program and its VSU affiliation. Do not identify yourself simply as "Valdosta State University" as it implies you are speaking for the entire institution. A specific profile name will also make it easier for people to find you.
- ❖ DO attend a training session to understand the appropriate use of social media, and to avoid violating existing policies.
- ❖ DO complete the Social Media Planning Worksheet. Preparing a social media strategy will help you evaluate new platforms, and help you decide when to discontinue use of an existing network.
- ❖ DO carefully consider the accuracy, clarity, length (brief is better) and tone of your comments and messages before posting. Posting to social media sites should protect the institution's voice by maintaining a professional tone. Abide by the Terms of Service of any social media site or platform in which you participate.
- ❖ DO remember your posts may last forever.

Do Not

- ❖ DO NOT use any VSU social media site to exercise personal affairs or opinions.
- ❖ DO NOT disclose confidential information, non-public strategies, student records, or personal information concerning (past or present) members of the VSU community without proper authorization.
- ❖ DO NOT use social media to harass, threaten, insult, defame or bully another person or entity.
- ❖ DO NOT engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- ❖ DO NOT use the VSU name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.
- ❖ DO NOT post content that could create a security risk for VSU. Examples include but are not limited to:
  - ▪ images of healthcare facilities,
  - ▪ restricted access areas,
  - ▪ business areas, and
  - ▪ information technology facilities.