

Policy Name: Original Issue Date:

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Approved By: President's Cabinet I. PURPOSE

Issued By: President's Cabinet

## MONMOUTH UNIVERSITY POLICIES AND PROCEDURES

University Social Media Policy May 10, 2011

Revision Date:

Monmouth University recognizes the value of staying connected to our current and future students, faculty, staff, alumni, and donors. Toward that end, responsible participation in social media by University offices is an effective medium to share information and perspectives, and to generally keep in touch in an enriching way. The purpose of this policy is to provide guidance for University employees using social media as an agent or representative of Monmouth University.

### II. DEFINITIONS

The following terms shall have the following meanings when used in this policy:

A. Social media. Social media is web-based interaction that is facilitated through Internet-based applications. Social media includes, but is not limited to, social networking sites (Facebook, Instagram, LinkedIn, Twitter), blogs (Wordpress), social news Web sites (Digg), and video hosting sites (YouTube).

B. Professional use. Professional use of social media occurs when an employee creates or posts to any social media site on behalf of Monmouth University or as a Monmouth University representative, regardless of time of day.

C. Personal use. Personal use of social media occurs when an employee creates or posts to any social media site within personal network(s) about matters not related to Monmouth University and without revealing his/her affiliation with the University.

### III. GUIDELINES FOR USING SOCIAL MEDIA

- A. The landscape of social media is constantly evolving; therefore, the following guidelines are intentionally broad and apply to current online venues. This policy and the attached Social Media Handbook (Appendix A) shall be periodically reviewed and revised as necessary to address emerging social media/technology.
- B. When engaging in professional use of social media, the following guidelines shall be followed:
1. University social media sites should be kept current and posts should be relevant to the University community. Questions posted to a University social media site should be responded to in a timely manner.
  2. Social media presences created for individual University departments, schools, offices or other areas should not compete with communication efforts of the primary University social media sites. All University related social media sites should support the University's brand and image.
  3. Employees posting to a University social media site must be honest about their identity and purpose for posting. The employee's relationship to the University should be disclosed somewhere on the site, such as in the account's introduction or biography section. Endorsement and testimonial regulations adopted by the Federal Trade Commission require those who have a relationship to a company or

product to disclose that relationship. These regulations apply to blogging and social media postings. See:

<http://www.ftc.gov/opa/2009/10/endortest.shtm> and

<http://www.ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>.

4. Federal and University regulations regarding confidentiality must be followed on social media sites. Employees shall not post sensitive or confidential information (e.g., SSN, student or employee ID, passwords, information from student educational records), or discuss situations that may be later connected to an individual. Confidential or proprietary information should never be posted to any social media site.
5. Employees posting to University social media sites shall check privacy settings to ensure that personal information is kept to a minimum and shall seek to ensure that their identity/security and the University's security is not compromised.
6. Employees posting to University social media sites shall not present their personal beliefs as those of Monmouth University and shall not endorse or promote on behalf of the University any product, cause, political party/candidate, or engage in other such related behavior.
7. Employees posting to University social media sites shall gain permission from both the originator of content to be posted and those individuals who feature prominently prior to posting content. If someone objects to media (i.e., audio, photography, video) featuring him/herself that has been posted to a site, the content should be promptly removed. Employees/students may contact the Social Media Coordinator at [social@monmouth.edu](mailto:social@monmouth.edu) for the contact

information of the appropriate account administrator.

#### IV. APPLICATION OF OTHER EXISTING UNIVERSITY POLICIES

A. Using social media is another medium of expression.

Therefore, it follows that social media users acting on behalf of Monmouth University should adhere to all policies and procedures already in place, including but not limited to:

1. Employee Handbook
2. Code of Ethics for Students and Employees
3. Family Educational Rights and Privacy Act (FERPA)
4. Computing (eResources Policy (draft version))
5. Copyright
6. Security (eResources Policy (draft version))
7. [Release of University Photographs](#)
8. NCAA Guidelines
9. Student Code of Conduct
10. Political Activity Guidelines

B. Links to the above policies may be found in the Appendix A to

the Social Media Handbook attached as an Appendix to this policy.

C. Employees who violate the provisions of this policy, other University policies or federal or State laws in connection with the use of University social media sites shall be subject to disciplinary action.

## V. REGISTERING UNIVERSITY SOCIAL MEDIA SITES

- A. Departments, schools and offices that have, or want to create, a University related social media site must complete the online registration form at <https://www.monmouth.edu/social-media/register/>. All registered sites shall be listed among the University's official social media sites, available online at [www.monmouth.edu/connect](http://www.monmouth.edu/connect).
- B. Student groups who are recognized by the Student Government Association and the University may use the online form to register their site and shall be included in the official list of Monmouth University social media sites. Unrecognized student groups and groups who choose not to complete this form shall not be included on the official list.
- C. Regular audits will be conducted by the Social Media Leadership Team to assess how social media is being used to promote the University, and to identify stagnant accounts.
- D. Questions about getting started in social media may be directed to the Social Media Coordinator by contacting (social@monmouth.edu).

## VI. APPOINTMENT OF ACCOUNT ADMINISTRATORS

- A. All social media accounts recognized by Monmouth University must have at least two administrators: a primary administrator and a knowledgeable alternate who can assist the primary administrator and who can make decisions and maintain the site in the primary administrator's absence. Administrators should be University employees who have been charged by their supervisor with the responsibility of effectively managing a social media presence, including the timely and appropriate response to posts.
- B. Should a Monmouth social media administrator leave the University for an extended period of time or no longer wish to serve as a site administrator, he/she must designate another employee as the administrator prior to relinquishing their role. The new social media site administrator must be approved by his/her supervisor and reported to the Social Media Coordinator.
- C. Student employees may serve as account administrators under the supervision of a University employee. Students serving in this capacity must follow the guidelines outlined in this policy. The University employee shall ultimately be responsible for oversight and making discretionary decisions over controversial postings as set forth below in Section VII.

## VII. OVERSIGHT BY ACCOUNT ADMINISTRATORS

- A. Monmouth employees who have been designated social media site administrators under Section VI above are responsible for building, monitoring, maintaining, and promoting sites.
- B. Account administrators shall identify the purposes and goals

of their social media site and put in place initiatives toward achievement of those goals. Site administrators should document their strategy and evaluate it periodically to ensure that their page or group is working toward University brand and business objectives.

- C. Account administrators are responsible for regularly monitoring their sites and removing content that violates the University's policies or is considered inappropriate. Inappropriate content includes, but is not limited to: cyber-bullying/disrespectful dialogue, references promoting drug or alcohol use, sexual harassment or other discriminatory language, inappropriate sexual references, sharing of too much personal information (which could be dangerous to the person posting), soliciting, violent or obscene language or other content which would constitute a violation of the University's Student Code of Conduct or other University policy.
- D. In the event that inappropriate content is posted to a site within an Account Administrators control, the Account Administrator shall:

Inform the Social Media Coordinator; Save a copy of the posting for future reference; privately inform the person responsible for the posting that content of that nature is not appropriate and why; and remove the posting.

Account administrators may contact the Social Media Coordinator or appropriate campus offices (e.g., Campus Police, Human Resources, Psychological Services, Residential Life, Student Services or the Office of the General Counsel) at any time to consult on

whether or not to remove or how to respond to a post.

## VIII. LOGOS AND ADHERENCE TO THE VISUAL IDENTITY GUIDELINES

- A. In order to ensure brand awareness and to promote the recognition of official Monmouth University social networking sites, employees shall use the University's full name ("Monmouth University") on those pages or groups being used for professional University purposes.
- B. University departments, schools, and offices may choose to use their approved alternate logo for their profile picture. Those departments and groups who do not have alternate logo files should submit a request for their artwork to the Monmouth University Marketing and Communication team. Use of the University seal is not permitted for purposes other than official Presidential communications per the Visual Identity Guidelines, and should not be used on any social networking sites.
- C. Additional information about proper use of University logos is provided in the Visual Identity Guidelines. Questions may be directed to the area's designated University Editor.

## IX. SOCIAL MEDIA ICONS FOR E-MAIL

- A. Employees may add social media icons to the bottom of their outbound Monmouth University e-mail if the employee or their department/group administers an official Monmouth social media site. If the employee or their department/group does not administer a site, they may choose to use icons to link to the primary University social media sites.



- B. Employees may not link social media icons from their e-mail to personal social media sites.