

Social Media Policy

Saint Joseph College

www.sjc.edu

What is Social Media?

At Saint Joseph College, we recognize that social media sites like Facebook, YouTube, Linked In, and Twitter have become an important and influential means of communication. The College developed this Social Media Policy to assist in posting content and managing these sites. Please note this policy should be applied to both personal and official use of social media. For a detailed overview of social media, visit www.mashable.com.

Purpose of the Social Media Policy

The College's Social Media Policy was developed to articulate best practices in relation to social media and to establish a standard code of conduct. These policies apply to SJC faculty and staff and should be used in connection to all social media accounts associated with schools, departments, programs, clubs, and offices.

Saint Joseph College's Official Presence

The Office of Marketing and Communications (OMC) is responsible for the College's official presence in social media. The Office currently maintains and monitors the following external sites.

- Facebook – www.sjc.edu/facebook
- YouTube – www.youtube.com/user/SJCConn
or www.sjc.edu/youtube
- Twitter – www.twitter.com/SJCConnecticut
or www.sjc.edu.twitter

Additionally, OMC maintains SJC-related blogs written by the president, various students, faculty members, and staff. Bloggers provide their own content and sites are linked to www.sjc.edu/blogs.

Social Media Code of Conduct

Both in personal and institutional roles, employees and students should follow the same behavioral standards as they would in real life. The same rules, expectations, policies, and guidelines apply online as in the real world. Students and employees are liable for anything they post to social media sites.

Any social media site created by a Saint Joseph College employee or student that lists SJC in its profile, or any site created by a Saint Joseph College student for a College sponsored club or organization, falls under the domain of this Social Media Policy. Likewise, employees who

establish personal social media sites and list Saint Joseph College as their employer should adhere to the Best Practices listed in this document.

Of special note:

I. The College's **Harassment Policy** (as stated on page 86 of the Student Handbook) clearly outlines definitions and repercussions of harassment/bullying, including online (i.e., social media) communications:

"Physical attack, interference with a person's customary or usual affairs, harassing phone calls, electronic and/or Internet communication, notes or other behavior which puts the person in fear for his/her safety, or causes the person to suffer actual physical injury or mental distress, is not tolerated. This includes, but is not limited to, any harassment, abuse or attack on the person's race, religion, sex, creed, national origin, sexual orientation, gender identity, or physical or mental abilities. Saint Joseph College prohibits and does not tolerate: personal harassment, verbal abuse, the threat of action in a manner that inflicts physical harm, physical abuse, mental distress or injury to any person, actions that inflict physical harm, physical abuse, mental distress or injury to any person, sexual abuse and sexual harassment, non-physical or physical coercion, slanderous, false or malicious statement(s) about a person or defamation of character, endangerment of the health and safety of self and/or others. If a victim of harassment, contact either the Vice President for Academic Affairs/Provost, the Vice President/Dean of Students, Counseling and Wellness Center or the Office of Diversity Initiatives."

The SJC Student Handbook is available at:

http://ww2.sjc.edu/PDF/StudentServices/student_handbook10-11.pdf

II. Saint Joseph College adheres to all U.S. copyright laws. Content posted to social media sites must be in keeping with the law, as well as with the College's Academic Integrity Policy (see 2009-2011 *Course Catalog*). For information on U.S. copyright law and its application to the Internet, visit: <http://www.copyright.gov/resces.html>.

Blogging

The Office of Marketing & Communications oversees SJC-related blogs in that it recruits bloggers and offers them technical proficiency. While bloggers post their own content (not reviewed by OMC prior to posting), they work with the understanding that their blog reflects Saint Joseph College and is potentially read by a large constituency. Bloggers adhere to the College's code of conduct (student, faculty, staff) and the OMC retains the right to deactivate a blog at any time.

Full Disclosure Required: Per Federal Trade Commission requirements, any SJC blogger who is employed by the College (as faculty, staff, student worker, etc.) must disclose that he/she is an employee of Saint Joseph College.

Mission

As part of its comprehensive communications plan, the Office of Marketing & Communications formed a social media committee in 2010. The committee, which is

composed of members from the campus-wide community, developed the following social media mission:

The social media committee will develop and maintain the College's social media presence with the goals of:

- building community
- expanding relationships
- and spreading the College's mission through promotion of its brand message.

Inclusive in these goals are the committee's intent to recruit students and unite the College's broad based community through the interactivity of social media.

Looking to Build a Site?

We can help! The Office of Marketing & Communications strongly recommends that you meet with a member of our staff to consider what social media platform will best suit your needs. All SJC sites must be build in partnership with Marketing & Communications so we can consolidate statistics and monitor best practices.

If you wish to build an ancillary site, please adhere to these guidelines:

- Learn about social media to find the right platform
- Develop a plan:
 - Who is your audience?
 - What do you want to accomplish?
 - Who will update and maintain the site?
- Follow the College's editorial and graphic standards as outlined in *The SJC Style Guide* (in MySJC/Office of Marketing & Communications)
- Include a Marketing & Communications staff member as a co-administrator. This will enable you to connect to other social media sites, share information, and reach a wider audience.
- Follow the College's Code of Personal Conduct and Code Ethics as stated in the College's *Employee Handbook*
- Keep it fresh! Be sure to factor your social media page into your communications plan. Designate a staff member to update content on a regular basis (once a week at the minimum; if a site goes one month without being updated, the College may deactivate it).

Remember, the OMC is available for advice and guidance; contact Laura Sheehan, manager of creative services, at Lsheehan@sjc.edu or 860.231.5297.

We are available to:

- Help build your site
- Train staff on the importance of social media. A PowerPoint on "Power and Potential of Social Media" is available on MySJC in the Marketing and Communications tab, under OMC presentations.

Best Practices for Social Media

- Remember your audience and remember that you represent Saint Joseph College
- Be accurate — check the information you are posting
- Update regularly: once a week or more
- Privacy settings: Privacy settings on SJC social media platforms should be set to allow anyone to see profile information. Be mindful of posting information that you would not want the public to see.
- Respect copyright laws
- Respect your audience, coworkers and Saint Joseph College
- Protect SJC personnel: students, prospective students, alumnae/i, faculty, and staff should not be cited or obviously referenced without their approval. Never identify them by name without permission.
- Controversial issues: If you see misrepresentations made about Saint Joseph College in social media, you may point them out. Always do so with respect and with the facts. Do not engage in an ongoing argument and please bring all such concerns to Laura Sheehan, manager of creative services, at Lsheehan@sjc.edu or 860.231.5297
- Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly — better to remove it immediately to lessen the possibility of a legal action.

Inappropriate Content

Saint Joseph College does not pre-screen social media content but it reserves the right to remove content from its sites that are: illegal, obscene, defamatory, threatening, invasive of privacy or otherwise injurious or objectionable.