Social Media Policy and Guidelines

Policy Sections

Effective: August 20, 2013

Last Revision Date: n/a

Responsible University Officer
Communications Director, Institutional Advancement

Responsible Office
Communications Office, Institutional Advancement

Policy Statement and Program Adoption

Friends University recognizes that social media sites (such as Facebook, Twitter, YouTube, LinkedIn and other sites) are an important tool to connect and communicate in a meaningful way with others. These sites allow and encourage two-way communication between Friends University and its various audiences that can enhance relationships and benefit both Friends University and its constituents.

Reason for Policy

The objectives of Friends University social media sites are:

• Extend the University's reach and influence online by connecting and building relationships with key audiences, such as prospective students, current students and alumni.

• Provide additional channels for these key audiences to communicate and interact with the University.

• Provide additional channels for audiences to receive University information.

• Monitor the University's reputation in the social media environment.

Who Should Know This Policy

☑ Administration   ☑ Faculty and Staff
☑ Program Directors   ☑ Website Content Coordinators
☑ Current Students   ☑ Prospective Students
☑ Alumni & Alumni Organizations (Alumni Advisory Boards, etc.)
☑ University Colleges and Departments (CBASE, Athletics, Fine Arts, Admissions, etc.)
☑ Current Student Organizations and Clubs (SGA, FACE, Zoo Science Club, etc.)
☑ Other University-Affiliated Organizations (University Community Orchestra, Wichita Community Children's Choir, etc.)

Social Media Policy

The Friends University Communications Office is responsible for the management and oversight of official University-wide social media sites that promote the image of the University and serve the overall institution. The office is responsible for establishing and enforcing policies, rules and other compliance issues for all Friends University-related social media.   Examples of sites managed by the Communications Office include:

> Facebook – www.facebook.com/FriendsUniversity
> Twitter – www.twitter.com/friendsu
> Blogs – to be determined

The Communications Office will work with other areas that have social media sites that cover specific areas of the University. These targeted social media sites will be managed by individuals from the appropriate area. Examples of sites managed by other areas include:

> Program-specific pages – program directors and program representatives
> Department-specific pages – department director or assigned personnel
> Organizations – department through which the group is organized.

Note: While blogs are not technically considered a social media, blogging incorporates many of the same features. Therefore, the Social Media Policy and Guidelines established here apply to Friends University-based blogs as well.

Additional official social media sites may be added at a later time after careful consideration of constituent demographics, staffing resources and other factors.

Friends University's Social Media Policy and Guidelines applies to official Friends University sites and blogs; personal employee or personal student pages are not generally included in this policy. However, employees, students and other groups should be mindful that any time they choose to identify themselves with Friends University on social media sites, the content they post reflects upon the University.

If a department, employee or student group at Friends University creates a page that is affiliated with the University (such as using Friends University's name, logo, other University artwork, etc.), the

Communications Office must be notified. Friends University does not take any responsibility for non-official pages developed by other persons or entities.

All official Friends University social media sites must follow all relevant Friends University polices regarding privacy, personnel, records, etc. These include, but are not limited to:

Community Life Standards & Student Conduct Code
Internet and Network Usage Policy
Family Educational Rights and Privacy Act (FERPA)
Available at: http://catalog.friends.edu/

Logo and Graphic Guidelines
Available on the Communications Office myFriends page

The Communications Office regularly monitors Friends University-affiliated social media sites through visits to the sites and the use of social media monitoring software. Any postings, comments or images that violate University policies will be removed from Friends University social media sites maintained and monitored by the Communications Office. Further disciplinary action (including possible termination or expulsion) may be taken by Friends University depending on the severity of the situation. The Communications Office may also contact owners of University-affiliated social media sites (such as departments, student organizations, etc.) to ask them to remove any postings or content that violates these policies.

Posts, comments and images are ultimately the poster's responsibility. Participation on behalf of Friends University in the social media environment is an opportunity, not a right.

Departments, organizations or individuals are required to contact the Communications Office to register an existing social media site or blog or to establish a new site or blog that is affiliated with Friends University. While these sites or blogs will be maintained and monitored by the appropriate department or group, they are required to follow the Friends University Social Media Policy and Guidelines. Departments or groups should consult with the Communications Office regarding any significant issues of concern that may arise on their social media sites. The Communications Office may ask these groups to remove any postings or comments that violate University policies. A registration form is available on the Communications Office myFriends page.

Social Media Guidelines and Best Practices

Users who post on Friends University social media sites should follow these guidelines:

- **Act professionally at all times** when engaging online on behalf of Friends University. Assume that you are representing Friends University when you use any social media channel and choose to identify your affiliation with Friends University. Social media tends to blur the line between professional and personal relationships. Use privacy settings to restrict personal information on public sites and be thoughtful about the information and photos you choose to upload.

- **Respect your audience,** Friends University and your coworkers. Comments or postings should be meaningful and respectful. Don't spam and don't make remarks that are off-topic or offensive.

When you disagree with someone else's opinion, be appropriate and polite. Remember that Friends University's founders placed a great value on human worth and equality for all and believed men and women should be guided by the principles of justice, mercy, peace, compassion, love and respect.

- **Social media is a conversation.** Talk like you would talk to someone else. Use first person when writing, and avoid "composed" language. Encourage comments.

- **Develop a strategy** for your social media site. Be sure your site supports the mission of Friends University and your group. Determine who will manage and monitor the site and respond to followers. Be realistic about the time commitment involved.

- **Actively maintain** your social media community. Post fresh content at least one to two times a week and actively engage users. Do not let your site go inactive, as non-activity reflects poorly on the University.

- **Don't tell secrets.** Do not share confidential or inappropriate information about students, prospective students, faculty, staff, vendors or others affiliated with Friends University. Avoid discussing or speculating on internal policies or operations.

- **Be honest and transparent** about your relationship with Friends University when posting content or making comments. Never hide your identity if you are promoting the University through social media.

- **Be accurate and check your facts** before you post. If you do make an error, correct it quickly and visibly to earn respect from the online community.

- **Be sure information is appropriate** to all users and stays on topic. Think through whether the information will be of interest to everyone. Excessive self-promotion or sales-type postings are viewed negatively by users, and abusers will be banned from Friends University social media groups. Friends University bloggers are strongly encouraged to stay on topics related to the University and the blog's purpose. Any off-topic posts or personal information is better suited to the poster's personal social media pages.

- **Respect copyright and fair use laws** when referencing someone else's work and provide credits or links when appropriate.

- **Never post anything you wouldn't want someone else to see.** Even though you may delete or remove a post or comment from your page, other people may have kept it on their pages.

Contacts

Contact the Communications Office to create a new social media site or blog or to register an existing site or blog that is affiliated with Friends University. Also contact the Communications Office for any significant issues of concern that arise on an affiliated site or blog.

Communications Office, Davis Administration Building, Room 211, Friends University, 2100 W.
University Ave., Wichita, KS 67213
Email: webservices@friends.edu
Phone: 316-295-5713
Social Media Registration Form available on the Communications Office on myFriends.

Policy Administrator	Subject	Contact	Phone
Institutional Advancement	Social Media Policy	Communications/Institutional Advancement	(316) 295-5809

History / Policy Revisions

Adopted: – August 20, 2013   **By**: President's Cabinet