

# Kentucky Wesleyan College

## Policy & Procedure Manual

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### **Social Media Policy**

**Approval:** Vice President for Admissions and Financial Aid

**Policy Type:** College

**Policy Owner:** Executive Director of External Relations

**Responsible Office:** Admissions/Development

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## 1. Purpose

- 1.1. At Kentucky Wesleyan College, we understand that social media can be a fun and rewarding way to share your life and opinions with co-workers, family, and friends around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established this policy for appropriate use of social media.
- 1.2. This policy applies to all Kentucky Wesleyan employees and to anyone who manages or posts on behalf of Kentucky Wesleyan College.

## 2. General Social Media Guidelines

### 2.1. Responsibilities

- 2.1.1. In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Kentucky Wesleyan College, as well as any other form of electronic communication.
  - 2.1.2. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects the campus community, students, vendors, people who work on behalf of Kentucky Wesleyan College or Kentucky Wesleyan College's legitimate business interests may result in disciplinary action up to and including termination.
- 2.2. **Know and follow the rules** - Carefully read these guidelines, the Kentucky Wesleyan College Employee Handbook, the Student Information Privacy Policy, the Information Technology Policy Handbook and the Sexual Harassment and Assault Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.
  - 2.3. **Be respectful** - Always be fair and courteous to fellow faculty, staff, students or other constituents who work on behalf of Kentucky Wesleyan College. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage faculty, staff, students or constituents or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.
  - 2.4. **Be honest and accurate** - Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about Kentucky Wesleyan College, faculty, staff, students, or other constituents working on

behalf of Kentucky Wesleyan College or competitors.

## 2.5. **Post only appropriate and respectful content**

- 2.5.1. Maintain the confidentiality of Kentucky Wesleyan College and private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
  - 2.5.2. Express only your personal opinions. Never represent yourself as a spokesperson for Kentucky Wesleyan College. If Kentucky Wesleyan College is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Kentucky Wesleyan College, faculty, staff, students or other constituents working on behalf of Kentucky Wesleyan College. If you do publish a blog or post online related to the work you do or subjects associated with Kentucky Wesleyan College, make it clear that you are not speaking on behalf of Kentucky Wesleyan College. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of Kentucky Wesleyan College.”
- 2.6. **Using social media at work**– Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use Kentucky Wesleyan College email addresses to register on social networks, blogs or other online tools utilized for personal use.
- 2.7. **Retaliation is prohibited** - Kentucky Wesleyan College prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.
- 2.8. **Media contacts** – Employees should not speak to the media on Kentucky Wesleyan College’s behalf without contacting the Executive Director of External Relations. All athletic media inquiries should be directed to the Director of Athletic Communications. All other media inquiries should be directed to the Executive Director of External Relations.

3. **Social Media Procedures When Posting on Behalf of Kentucky Wesleyan College** - Online collaboration tools provide low-cost communication methods that foster open exchanges and learning. While social media tools are changing the way we work and how we connect with the public and other higher education institutions, Kentucky Wesleyan policies and practices for sharing information remain the same. In addition to the general guidelines discussed above, follow these rules when you create or post to a social media site on behalf of Kentucky Wesleyan College.

### 3.1. **Process for Creating a Kentucky Wesleyan College Social Media Presence**

- 3.1.1. To ensure that your social media efforts adhere to the design and policy standards of Kentucky Wesleyan College and that your efforts are not tied specifically to a Kentucky Wesleyan community member’s personal account, all official Kentucky Wesleyan social media accounts must be created by the Executive Director of External Relations.
- 3.1.2. The Executive Director of External Relations will then grant the appropriate person(s) administrative access to those accounts. To request an account, fill out the Social Media

Request Form.

- 3.1.3. The College reserves the right to disable, suspend or unpublish any official Kentucky Wesleyan College social media account.
- 3.2. **Maintain Kentucky Wesleyan College Confidentiality** - Do not post confidential or proprietary information about Kentucky Wesleyan College, its students, alumni, donors or your fellow employees. Use good ethical judgment and follow the College's policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Review Kentucky Wesleyan policies for more information on your responsibility as a Kentucky Wesleyan employee.
- 3.3. **Maintain Privacy** - Do not discuss a situation involving named or pictured Kentucky Wesleyan community members on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.
  - 3.3.1. **Students** - Students are asked to sign a photo release form upon enrollment to the college. Prior to posting photos or information about a student on social media, please check with the Executive Director of External Relations to ensure the student has a signed photo release form on file.
  - 3.3.2. **Prospective Students** - Prospective Students attending College events may be photographed and have these photos posted on social media as long as they have a signed photo release form on file. If under the age of 18, the parent or guardian must have also signed the photo release form. Please check with the Executive Director of External Relations for these release forms.
  - 3.3.3. **Prospective Student Athletes** - The Division II Legislation Committee determined that an institutional department other than athletics (e.g., admissions, alumni office, business school) may send electronic correspondence that is not private (e.g., post, tweet, repost, like/favorite) at any time, provided the institution's athletics department is not involved in any way, the correspondence is not created for an athletics recruiting purpose and the department outside athletics is operating in a manner consistent with established policies and procedures regarding social media interaction with all prospective students. For questions regarding social media posts from an athletic recruiting perspective, please contact the Director of Athletic Communications.
- 3.4. **Be Thoughtful** - If you ever have any question about whether a message you are crafting is appropriate to post in your role as an Kentucky Wesleyan employee, talk with your supervisor or the Executive Director of External Relations before you post.
- 3.5. **Respect College Time and Property** - It's appropriate to post at work if you are posting on behalf of the College. You should participate in personal social media conversations on your own time.
- 3.6. **Be Responsible** - What you write is ultimately your responsibility. Participation in social computing on behalf of Kentucky Wesleyan is not a right but an opportunity, so please treat it seriously and with respect. Keep in mind that if you are posting with a College username, other users do not know you personally. They view what you post as coming from the College. What you say directly reflects on the College. Discuss with your supervisor the circumstances in which you are empowered to respond directly to users and when you may need approval.

3.7. **Be Accurate** - Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible—that's how you build community.

3.8. **Frequency**

3.8.1. Assign an administrator who regularly monitors postings and content.

3.8.2. Create a content calendar with pre-planned content for slow periods. Aim for standard times for postings and updates.

3.8.3. Consider managing your social platforms via Hootsuite to communicate with multiple admins and monitor communications from students and/or the public.

3.8.4. While the recommended minimum frequency is once to twice a week, be sure not to overload your followers with updates.

3.9. **Stagnant Accounts** - The College reserves the right to disable or temporarily unpublish Kentucky Wesleyan College social media accounts that are dormant (no posts, no activity) for more than three months, as such stagnancy reflects poorly on the College.

3.10. **Departed Admins** - When page editors and administrators, especially students, have left the College or no longer require access to social media accounts, you must update/adjust your page roles immediately.

3.11. **Proper Branding** - Abide by the College Brand Standards. For social media profile avatars, the Executive Director of External Relations will provide a template upon request of a new page.




































3.12. **For more information** - If you have questions regarding the College's Social Media Policy, please contact the Executive Director of External Relations.

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**4. Appendices**

4.1 Appendix 1 – Social Media Tip Sheet




































**Prior to PSA Signing a National Letter of Intent or Other Written Commitment**

	Friend/Follow a PSA	Private Message a PSA*	“Like” or “Favorite” a PSA’s post or a post about a PSA	Share or Retweet a PSA’s post or a post about a PSA	Comment on a PSA’s post or on a post about a PSA	Tag or Mention a PSA in a post
						
						
						
						
						

\*private messages may only be sent to a prospective student-athlete once he or she is of age to receive electronic correspondence (dates listed below)

**All Sports** June 15 following Sophomore year in high school

**After PSA Signs a National Letter of Intent or Other Written Commitment**

	Friend/Follow a PSA	Private Message a PSA	“Like” or “Favorite” a PSA’s post or a post about a PSA	Share or Retweet a PSA’s post or a post about a PSA	Comment on a PSA’s post or on a post about a PSA**	Tag or Mention a PSA in a post**
						
						
						
						
						

\*\*the lifting of publicity restrictions on social media (commenting/sharing/liking/mentioning) apply only to PSAs who have signed a National Letter of Intent or other written commitment with the University. Posts about, or that include, unsigned PSAs should not be publicized