



Social Media: If you post on behalf of Mount Mary

Be clear. Clearly state your role in your account bio and when you are interacting with people online. Discuss with your supervisor when you are empowered to respond directly to users and when you may need approval.

Integrate. Social media are one of the many ways you communicate with people on behalf of Mount Mary. Your social media activities should support and be integrated with your other communication activities. Direct people to your website, your newsletter, your events and other social media channels.

Be thoughtful. If you have any questions about whether it is appropriate to write about certain kinds of material, ask your supervisor before you post. Policies such as FERPA apply to social media.

Keep your personal views separate. Uphold the university's mission and values. Don't include political comments or comments on social issues except in support of positions Mount Mary has already taken. Remember that, while student organizations are part of the Mount Mary community, the university may not support positions they take. Don't make changes to your account's photo or avatar in relation to political or social issues.

Be careful. If you switch between a personal account and a university account, make sure you are posting in the right place. People at other organizations have been disciplined or fired for mistakenly posting personal viewpoints to a company account that they manage.

Be social. Many people manage social media accounts at Mount Mary. Like their pages and posts and share them if they are appropriate for your audience. It's a great source of content and increases the visibility of everyone's posts.

Best processes

Build a team. Social media don't stop because you're on vacation. Make sure that at least one other person in your area has login access to your area's account. Work together to provide coverage on evenings, weekends and holidays.

Join the Mount Mary community. If you have been authorized by your supervisor to create an official Mount Mary social media site or a video for posting in locations such as YouTube, please contact the Marketing and Creative Services for an approved logo and other images and to ensure coordination with other Mount Mary sites and content.

Monitor comments. Most people who maintain social media sites welcome comments—it builds credibility and community. However, you can set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments. Facebook has tools to help you do this.

Know the rules. Become familiar with the terms of service and policies of sites and networks in which you participate. Pay attention to updates.

Respect trademarks and copyright. This is usually part of the terms of service for the social media site you are using as well as part of Mount Mary's Acceptable Use Policy. You can use the university's logo on an official university social media site; contact University Marketing Communications to get a logo optimized for the site you are using. Photographs also are copyrighted, including those commissioned by the university. You should only post photos you have taken yourself or have permission from the photographer to use.