

Mount Mary Social Media Guidelines

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This document reviews the rationale for general policies governing the use of social media channels (online utilities) by members of the Mount Mary College community. The type of online utilities that are covered by this policy are those allowing individuals or groups of individuals to come together online to exchange ideas, information, news and events through discussions/comments, photos and videos including but not limited to Wikipedia, Facebook, Flickr, YouTube, LinkedIn, Twitter, Tumblr, Pinterest, etc. Social media channels provide great opportunities for communication and community but there are inherent responsibilities.

The procedures included in this document address the College's official presence in social media. Individuals choosing to engage in social media communication on behalf of the College are bound by the same rules, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other College constituents as outlined by the College and general best practices (see statements in the Information Technology Acceptable Use Policy, Computer Use Policy and the Student, Faculty or Employee Handbooks on Ethical Behavior and legal guidelines as published by the state of Wisconsin and various agencies of the United States government). Account Administrators and advisors also bear the responsibility to protect the College brand (logo, seal, images, and iconography).

Academic freedom is important at Mount Mary but employees and students must follow relevant federal requirements such as FERPA, HIPPA and NCAA regulations. Employees and students are liable for content that appears on social media accounts in which they engage on behalf of the College. Failure to follow college or federal policies is subject to disciplinary action. (See the applicable Student, Faculty or Employee Handbook.)

Oversight and approval for initiation of College-affiliated online activity is the responsibility of the individuals that choose to engage in social media who will regularly monitor the account to ensure that the College policies are followed and that the sites are managed in accordance with the best interests of Mount Mary. These individuals are identified as Account Administrators. All employee requests for establishing new social media channels must be approved by the individual(s) immediate supervisor. Student requests must be approved by an appropriate club/honor society/organization advisor, or faculty member in the case of course related accounts. In these cases, the advisor or faculty member would serve as the Account Administrator.

Suggestions, feedback and questions related to the College's social media guidelines are to be directed to the Vice President for Academic and Student Affairs.

Approval Process for Public College Sanctioned Social Media Accounts

Individuals seeking to create a public social media account on behalf of the College must gain approval using the *Social Media Account Approval Form*. The form will be used to ensure appropriate establishment of social media accounts within institutional programs, departments and offices. It will also be used to confirm that the Office of College Communications has been notified to ensure consistency in branding and that Account Administrators have read the *Social Media Guidelines* and *Social Media Account Preparation* information.

Definitions of College Sanctioned Groups

Academic Based Groups

Academic Based Groups are those affiliated with the College and are formed to share curricular and co-curricular information. These include groups that arise from specific programs, majors, minors, certificates, honor societies, clubs or courses. They typically develop under the direction of a Program Director, Department Chair or faculty member, who will serve as the Account Administrator and will oversee the subsequent social media interaction as it pertains to the specific entity. Those that provide oversight will have administrative rights to the account. They are required to receive approval and notify their immediate supervisor of issues that arise. If students are developing social media accounts for course requirements or as officers of an honor society or club, they must receive approval and oversight from faculty teaching a course or their organization's advisor who will serve as Account Administrators.

All College Groups

College Sanctioned Groups are those affiliated with the College and support the College mission and vision but are not student-led (e.g. Athletics, Student Engagement, Alumnae Relations, Campus Ministry, Affinity Groups). Such organizations inherently operate under the supervision of a Director or employee, who will oversee the subsequent social media interaction as it pertains to the specific entity who will serve as the Account Administrator. Those that provide oversight will have administrative rights to the account. They are required to receive approval and notify their immediate supervisor of issues that arise.

Student Groups

A student group or organization is defined as any group of students wishing to organize an official Mount Mary entity. The group must be officially recognized by Student Government and work with an appointed advisor to define goals and strategies for the use of social media. Advisors will serve as the Account Administrator who will oversee the subsequent social media interaction and will be given administrative rights to the account. Advisors are required to receive approval and notify their immediate supervisor of issues that arise.