

SOUTHEASTERN UNIVERSITY

GENERAL ADMINISTRATIVE POLICY

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TITLE: Social Media
POLICY NUMBER:
EFFECTIVE DATE: January 18, 2012
REVISION DATE:
ACCREDITATION STANDARDS:

POLICY:

Guidelines and best practices for the use of social media, primarily in an official capacity.

PURPOSE:

This policy is designed to ensure that Southeastern University is appropriately represented across all social media and also to provide guidance and resources to faculty, staff and students who currently use social media. Because any social media presence associated with the university can affect the perception and reputation of the university, it is important for there to be a campus-wide policy in place to direct all Southeastern-affiliated social media.

SCOPE:

Faculty, staff, and students.

DEFINITIONS:

A social media account is any dynamic form of online communication meant to engage stakeholders, whether that be students, alumni, faculty, etc. This includes but is not limited to the following – Facebook, Twitter, YouTube, LinkedIn, Google+, blogs, and Foursquare. It does not include static webpages or e-mail.

FORMS AND APPLICABLE DOCUMENTS:

Social Media Agreement

PROCEDURES:

Southeastern students and employees are held to the same standards online with their social media accounts as they are on campus and in their daily interactions with others. Everyone should conduct their personal affairs so as to never cast a bad reflection upon the university. Careless living, inappropriate lifestyle, and any other departure from accepted university standards shall be considered grounds for discipline, up to and including dismissal. Members of the Southeastern community should be a source of encouragement to one another, uplifting others, and should abstain from becoming involved in gossip.

OFFICIAL SOCIAL MEDIA ACCOUNTS - All accounts representing Southeastern University - or any organization affiliated with Southeastern - in an official capacity must meet the following requirements:

- Each account must have two designated administrators, with at least one being a full-time employee of the university as the primary admin (this person would not be the Social Media

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Coordinator). They must fill out and sign the university's Social Media Agreement and return it to the Enrollment Marketing office in order to keep a record of contacts. Each group must also submit its proposed avatar/profile image in order to ensure consistent university branding is maintained.

- The name of the account/page should clearly state which department, group, or college is being represented by the account. DO NOT use a person's name in either the account profile or the information sections.
- Official Facebook pages should include the Social Media Coordinator as an admin of the page.
- If an account administrator leaves the university or no longer wishes to serve in that role, they must alert the Enrollment Marketing office and a replacement must be found.
- Depending on the social media platform, each account must publish a disclaimer on the "About" or "Info" tab stating appropriate discussion/posting guidelines if possible. The following disclaimer should be posted:
 - This page is an extension of Southeastern University. We welcome your comments and your contributions and want to create an open community, but we ask that you abide by a few guidelines while here. Posts that fall under any of the following categories can be removed without notice:
 - Any material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or harmful to any other person or entity as determined by Southeastern in its sole discretion.
 - Material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights.
 - Ads or solicitations from businesses.
 - Posts from someone pretending to be someone else.
 - Factually incorrect statements.
- Once an account has satisfied the above requirements, it will be deemed official and linked to from the appropriate webpages on SEU.edu, MySEU and SFnet. All Facebook pages will also have a link from Southeastern's primary Facebook page.

DORMANT ACCOUNTS

- Once a social media account has been approved and created, it is the responsibility of the account's administrator(s), excluding the Social Media Coordinator, to maintain the page with relevant posts and to interact with fans, followers, etc. If an account fails to be maintained, it may be considered dormant and subject to deletion under the following conditions:
 - If an account has not had any information posted on it for 15 days, the account's administrator(s) will receive a reminder from the Social Media Coordinator.

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- If an account has not had any information posted on it for 30 days, the Social Media Coordinator can delete the account at his/her discretion.
- If an account administrator expects a page to be less active for reasons such as school being out of session, vacation, or other situations, they should contact the Social Media Coordinator so that contingencies can be made, if necessary.

LEGAL ISSUES - Because Southeastern is an educational institution, many employees have access to academic records and personal information of students. Under NO CIRCUMSTANCES should such information be posted on any social media forums. This includes responding to students' questions about specific grades, releasing e-mails or phone numbers of students, or even asking for students to provide that kind of information on a public page. If for some reason such information must be discussed with a student over social media, it should be done through a personal message. Part of the disclaimer above for others who post on official accounts also applies to people managing those accounts: material should not be posted that infringes on the rights of any third party, including intellectual property, privacy or publicity rights. Always give credit, and when possible, provide an external link to the material (so long as it is not offensive, hateful, defamatory, etc.).

BEST PRACTICES

- Official Facebook pages should only "Like" other official university pages or pages of organizations with which the university has official partnerships (such as the Lakeland Chamber of Commerce, Polk Theatre, etc.). If you "Like" a page, be aware that this will give the appearance that the university is endorsing those organizations, so use caution.
- Twitter accounts can be used in the same way by retweeting other accounts. Sharing content posted by another Twitter account is a form of endorsement, so be sure that any accounts that you retweet are respectable and provide content relevant to the university's mission.
- Be careful of any external links that you post on social media accounts. Even if a story is appropriate and legitimate, the rest of a site could have material that does not reflect well on the university. By endorsing even one outside story or article using an official university account, you are in a small way giving university endorsement to the entire site. For established news outlets like CNN.com, TheLedger.com, or Christianity Today, there are no issues. But use discretion when linking to blogs or more obscure sites, as they may contain content or advertising that would reflect poorly on the university.
- As a general rule, it is best not to engage antagonistic accounts created by students or others who intend to criticize and possibly smear the university or members of the SEU community. Responding to any personal attacks does no good and can potentially make the issue worse. If posts are seen that are believed to be inappropriate or that are meant as personal attacks, please let a director or dean know and they can decide whether it needs to be brought to the attention of the Leadership Team. There are also accounts that may not be antagonistic in nature but more sarcastic and designed to make light of some things on campus. Again, be careful in interacting

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with these accounts. Southeastern aspires to have a fun-spirited culture and social media interaction can reflect that, but comments should never be critical or made at the expense of people or organizations.

- Social media pages need to be updated on a consistent basis, and it is important to interact with fans or followers of the account. Interaction and accessibility are key to having a successful social media presence, and pages that are not considered fresh will likely be ignored and lose relevance quickly. Having a dormant, boring page can do more harm to your group than not having a page at all.

RELATED LINKS

- Employee Handbook: https://sfnet.seu.edu/docs/hr/staff_handbook.pdf
- Employee Technology Policy: <https://sfnet.seu.edu/hr/employee/policies/it.php>
- Student Handbook: http://myseu.seu.edu/docs/hand_book.pdf

APPROVAL:

DISTRIBUTION:

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