Social Media Policy for Indiana University South Bend

Last Date of Revision: January 30, 2015

Guidelines Statement

Official Indiana University (IU) South Bend social media accounts are encouraged as a communication tool for students and employees. These guidelines are intended to ensure proper usage for all official and affiliated IU South Bend social media in terms of accurately portraying the University's image and protecting its reputation. IU South Bend has also developed best practices to make official and affiliated IU South Bend social media accounts as effective as possible. The following policy only applies to accounts that represent IU South Bend in an official capacity. However, it is strongly recommended to practice caution as to what you choose to share publicly on social media in order to protect your personal and professional reputation.

The Preservation of University Policies

IU South Bend's social media guidelines are intended as a supplementary resource to be used with existing university policies related to the use of technology, codes of conduct, and confidentiality.

Existing Indiana University policies regarding Information Technology, Ethics, Conduct and Confidentiality:

IT / Cyber security Policies: http://protect.iu.edu/cybersecurity/policies

Student Conduct: http://www.iu.edu/~code/

Employee Conduct: http://hr.iu.edu/handbook/conduct.html

Confidentiality of Student, Medical and Personnel Information: http://hr.iu.edu/policies/uwide/confidential.html

Academic Handbook: http://www.iub.edu/~vpfaa/policies/Handbooks%20and%20Guides.shtml

Social media is included in speech, so the same rules apply regarding hate speech and other similar issues.

Rules regarding political / lobbying purposes have been established by Congress as part of IRS policies.

It is the responsibility of all social media administrators to abide by all university policies, as well as state and federal privacy regulations, such as HIPAA, NCAA, and FERPA. Failure to abide by these regulations may result in removal from social media.

These guidelines recommend that:

- All IU South Bend social media accounts will have official IU South Bend affiliated administrators to regularly approve and post content, as well as monitor accounts regularly for activity.
- Inappropriate, offensive, or illegal content posted by followers shall be deleted by administrators.
- Social media accounts should only be created with the intent of following communications and marketing best practices and for administrators who are available to maintain accounts on a regular, ongoing responsibility.

For more information or questions on how to create or maintain IU South Bend social media accounts, please contact the Office of Communications and Marketing.

Terms and Conditions of Social Media Sites

All IU South Bend social media administrators must follow each social media platform's official terms and conditions. Terms and conditions are frequently updated, so it is the responsibility of administrators to periodically review them.

Please see below for links to the Terms and Conditions for the most popular social media platforms:

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram

Using IU South Bend Graphics

Imagery is a major component to a successful social media strategy; therefore, using IU South Bend-related graphics is highly encouraged. To maintain cohesive IU South Bend branding, only use approved IU South Bend logos and graphics that are properly sized for the intended usage. Administrators may request sizing for elements for various social media platforms, including profile pictures or headers, from the Office of Communications and Marketing.

Copyright and Photo Consent

Sharing Materials

Be mindful of copyright issues when sharing others' material via social media. While social media is intended for sharing of works, such as images and videos, items must still fall under "fair use" under the Copyright Act.

"Fair use" of material may be applicable if:

- Character of the use is nonprofit, educational, or personal
- Nature of the material used is factual published material
- Only a small amount of the material will be posted
- Impact on the market for the material is very small

Photos of Students or Other Individuals

Photos of students or other individuals that are taken for use on social media may require their consent before publishing. If the individuals are identifiable and the photos will be used for advertising, marketing, publicity or widespread public use, have the subjects sign a photo release form or some other form of documented permission prior to publishing the photos. IU South Bend's photo release form can be found at:
https://www.iusb.edu/ocm/resources/index.php

1. **Make a Social Media Plan**

Social media may be casual in nature, but it is rendered ineffective if not approached with a plan in mind. Develop a strategy for what you hope to accomplish with an IU South Bend social media account.

- *Audience* – who do you want to reach?
- *Goals* – what specific and measurable objectives do you wish to achieve? Examples could be promoting awareness of your department or sharing event information.
- *Presence* – what social media sites would be best for my objectives?
- *Administration* – who is responsible for updating and maintaining social media?

2. **Be Transparent at All Times**

Honesty is key with social media. Never misrepresent yourself or your affiliation with IU South Bend or knowingly provide false information. If you make a mistake on social media or experience negative feedback, do not try to cover it up. Be prepared to deal with issues head-on and take ownership or risk losing your followers' trust. A correction and apology can easily turn around a situation, while ignoring or deleting unfavorable comments can damage your account's reputation with its followers. If content is offensive or threatening in any manner, you reserve the right to remove it.

3. **Provide Valuable Content**

Social media is a two-way street. People want to share interesting material and interact with one another, not have their time interrupted with over the top marketing. Organizational social media accounts that are blatantly self-promotional will lose public interest quickly. When determining what type of content to post, keep your end user in mind. Is it something they will find useful or enjoyable? If not, they will have no incentive to interact with your account and may eventually delete you or no longer see your posts (**Note:** Facebook uses an algorithm to determine what posts to show in users' timelines and are less likely to include official Pages, especially if the user never interacts with it).

4. **Maintain Consistency**

Monitoring and updating your social media accounts is an ongoing responsibility, not a task that is simply done when there is free time. Post new content frequently, at least once per week. Additionally, commit to checking in on your pages at least once per day so you don't miss the opportunity to respond to time sensitive questions or comments. If you are unable to devote regular time to social media, it may be best not to create one at all.

5. **Interact with Users**

Social media is intended to be just that – *social.* Don't just talk at your followers, engage with them. Informational posts have their necessary place, but don't stop at that. Create a conversation by asking questions and responding to comments. Use a more casual, accessible tone than you would in an official marketing piece. Promote an open dialogue and allow both the good and bad. If a conversation becomes heated, invite the user to contact the appropriate person or department outside of the social media site to solve any issues.

6. **Preserve Your Online Reputation**

Conversations regarding your organization or department may not necessarily be brought to your attention on your designated social media accounts; therefore, it is recommended to periodically monitor your online reputation. Search Facebook, Twitter, or other applicable social media sites for public mentions, positive or negative. If there are legitimate issues, you may wish to publicly reach out to the other party to resolve it.