

## **Salve Regina University Social Media Information**

### **Introduction**

Salve Regina University recognizes the importance of using Social Media as part of an overall communication strategy to enhance the institution's online identity. The University is also committed to open expression and free exchange of ideas. Social Media can be an exciting vehicle for facilitating this kind of open expression, while also raising new questions about responsible use. Both the University's Social Media policy and recommended guidelines below are intended to encourage the University's administration, faculty and staff to share their voice in the Social Media online communities in an effective, constructive and responsible manner. "Official" Salve Regina University Social Media sites that exercise responsible practices and suggested standards will be linked from Salve Regina's Social Media Hub to help promote the University community's unique voices.

### **General Policy Statement**

By engaging Social Media on behalf of the University, Salve Regina employees accept these standards for communicating about the University. Adherence to this policy is in no way meant to discourage faculty, staff or students from creating Social Media accounts or using them to interact with others, but rather to ensure that members of the academic community are fully cognizant of the potential impact to the image and reputation of Salve Regina University as an institution of higher learning. This policy is not meant to prohibit any rights that an employee may have under the National Labor Relations Act.

The Salve Regina University Social Media Policy applies to all employees and students of the university. The policy also applies to other people (such as volunteers and appointees) who use internally managed university computing resources. The policy applies to all forms of social media, such as Facebook, Twitter, Pinterest, blogs, YouTube, Flickr, and other, less-popular or developing platforms, as well as those not in existence at the time of the adoption of these guidelines.

Salve Regina's presence on Social Media is considered to be an extension of the official Web site; thus policies that apply to the Web site will also apply to a social media site or service. Prior to creating or modifying a Social Media presence on behalf of Salve Regina University, a notification must be made to the office of University Relations and directed to the attention of the Coordinator of Social Media. This notification and policy acknowledgement must take place before proceeding further.

### **Social Media Policy for use as a representative of Salve Regina University**

**A "Representative of Salve Regina University" is defined as an active representation of any Department or Office of the University. Examples include Facebook pages, Twitter profiles and video sharing sites for Academic Departments and Administrative Offices (i.e. Salve Regina University Official Vimeo Channel; Salve Regina University Office of Human Resources Facebook Page; Salve Regina Graduate Studies and Continuing Education Twitter Profile, etc.)**

- Confidential information about the University, its faculty, staff or students may not be revealed. Be aware of the guidelines of the privacy laws of FERPA, HIPAA and GLB. Do not post any business related confidential communications. Do not post demographic

or personal information as it relates to students, co-workers, faculty or administrators without written permission.

- Do not use an official Salve Regina social media page or account as a platform to criticize the University or a colleague.
- Refer to the conduct section of the employee handbook for employee communication standards.
- Be aware of and follow Federal Trade Commission (FTC) and Federal Communications Commission (FCC) rules regarding information sharing, copyright and usage.
- Each unique Social Media Site has policy restrictions for accepted use and information sharing which must be followed.
- Social Media sites or services representing a department or administrative office within the University should correctly represent the visual standards of the Salve Regina University online presence. Contact the Coordinator of Social Media in the Office of University Relations for assistance with graphics and proper branding practices for various social media sites.
- New “Official University” Social Media accounts will operate under a thirty (30) day probationary period; to ensure that university brand standards and guidelines are being met. During this time, the Coordinator of Social Media should be included as an administrator on the account, if applicable for the platform. At the end of this period, and upon approval by Web Communications, the page will be listed as an “Official University” social media presence.

**The following policies refer to the use of the Salve Regina University name, trademarks or other digital identifiers when using social media for personal use.**

- University community members may identify their affiliation with Salve Regina University and can discuss Salve Regina in terms of personal responsibilities publically in a general manner. A Social Media Personal Identity (Profile Name/title) should not contain Salve Regina in any form, and it should be clear that all views expressed are personal and not those of Salve Regina University.
- Do not use digital identifiers such as the University logo, taglines or other forms in your personal postings. This does not prohibit the sharing of Salve Regina posts or links, but the manipulation and re-use of such identifiers without expressed permission.

Salve Regina University reserves the right to modify these policies as new platforms are introduced, or as individual situations may require.

**Smart Social Media Guidelines for use as a representative of Salve Regina University**

It is important to remember that when acting as a representative on behalf of Salve Regina, all actions have the potential to impact the image and reputation of the University in both a positive and negative manner.

Verify that the information being posted is accurate, check to make sure that photos are cleared with appropriate permissions. If University community members acting on behalf of an office or department are unclear about a piece of content, please contact the Office of University Relations. Reporters and media outlets are now copying content from social media to re-publish on news blogs or websites.

It is expected that each individual or division of Salve Regina will act with caution regarding University news and communications. If you happen to get a message sent to you from a member of the press via Social Media, consider consulting with University Relations before responding.

Social Media sites or services used to represent a department or area within the University must be properly maintained and updated. For example, it is recommended that a Facebook Page be updated no less than twice per week. The purpose of Social Media is to actively engage an audience and foster discussion and the sharing of ideas. With all Social Media, encourage discussion by posting quality content. Before the page/profile/site is launched, the department or area represented will need to decide the level of audience engagement, along with the resources that will be needed to achieve it and over what period of time.

- **Identify the audience**  
Think through the goal for using social media. Identifying the audience and goals before using social media will help users get started, decide which social media to use, and how to use it well.
- **Your contacts for creating and using social media on behalf of Salve Regina University departments, schools, offices, etc.**  
Please contact the office of University Relations to help you start a blog, Facebook page, or any of the other social media outlets the University uses. The Web Communications team can help answer questions about best practices for social media and identify ways to promote newly created page(s).

Current “Official University” presence on Social Media includes the following: WordPress Blogs, Facebook, Twitter, Flickr, Vimeo, LinkedIn, YouTube, iTunes University. The Office of University Relations will notify the University Community when new forms are implemented for official communication about Salve Regina.

[www.salvereginablogs.com](http://www.salvereginablogs.com)  
[www.facebook.com/salvereginauniversity](http://www.facebook.com/salvereginauniversity)  
[www.twitter.com/#salvereginaU](http://www.twitter.com/#salvereginaU)  
[www.flickr.com/photos/salveregina/](http://www.flickr.com/photos/salveregina/)  
[www.vimeo.com/salveregina](http://www.vimeo.com/salveregina)  
[www.linkedin.com/company/salve-regina-university](http://www.linkedin.com/company/salve-regina-university)  
[www.youtube.com/salvereginaU](http://www.youtube.com/salvereginaU)  
[www.salve.edu/itunes](http://www.salve.edu/itunes)

### **Best Practices to Consider when Administering a Salve Regina Social Media persona:**

#### **1. Before launching a social media platform ask yourself:**

*Will users, members or followers be permitted to upload or share their own images, audio or video?*

*Will users be able to add their own text comments?*

**If the answers are yes:**

*How do you plan to protect the image and identity of Salve Regina University?*

*Do you have the necessary resources to respond properly to problems or complaints?*

## **2. You don't have to be like everyone else...**

Social Media is very popular in higher education and there is always an element of pressure because "everyone else is doing it." The truth is, Social Media, like any other communication tool requires time to learn and properly employ. Just creating a social media site and hoping people will start using it is not a strategy. Know what you are getting into and why you should be getting into it. Salve Regina University should be known for the quality of the information that is available, not the quantity.

## **3. Be Transparent.**

Authenticity and credibility are key components in establishing yourself in social media.

## **4. Remember that all posts are public.**

Sharing information via Social Media is very similar to conversing in public. Some things should not be said out loud. Thus, items not appropriate for standard conversation should also be avoided within the realm of Social Media. Assume that anything shared on Social Media will last forever.

## **5. Be respectful and realize that not all feedback or posts that will be received as positive.**

Before moving ahead, establish a reactionary plan for dealing with negative and potentially abusive comments.

## **6. Social Media is not a website.**

The reason social media has become so popular is because it allows people to share and converse. Posting static links and news are part of the process, but the real benefit to using the medium is to start a conversation.

*What can you do to start people talking about a topic?*

*What information can you provide through dialogue?*

## **7. Listen first, talk later.**

Before getting started it is recommended that individuals or groups browse examples of other social media sites, to see what people are saying and how they are interacting. Monitoring the interactions for others will help shape the overall approach to using Social Media.

#### **8. Understand and be cognizant of Copyright Law and Fair Use.**

For example, before adding a favorite song, video clip or sample text from author it is critical that the individual making the post or sharing it be aware of the usage rights to the materials. In the cases where there is uncertainty regarding the copyright to any material about to be shared, check with the office of University Relations before posting. The University will be liable for any infringements of copyright that come from “official” sites.

#### **9. Be responsible and use language in line with the Style Guide.**

The restrictions of Social Media such as word or letter count, along with the informal tense sets its use apart from other publications. However, while tense may be more personal than professional, aspects such naming, Salve Regina is preferable still over SRU (which, when used, creates confusion with Slippery Rock University, which has aggressively branded and trademarked “SRU”), and use of official titles when placed in the context of a formal announcement. For additional examples or guidance refer to the Style Guide.

Remember, if you decide to start up an Official University Social Media presence, or accept the role as the primary administrator of such, it will be your responsibility to maintain that presence and populate it with content and engaging information. The Coordinator of Social Media and the Office of University relations will not be responsible for maintaining or administering your Social Media.

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#### **Smart social media guidelines for personal interaction with ‘friends’ or contacts in matters unrelated to Salve Regina University.**

As a member of the University community, unintended connections may be made to Salve Regina University through your content. Think carefully about what is being posted.

When acting in a personal capacity, note that posts are public, and that as a member of the University community personal posts can be deemed as reflective of the University.

Communications may occur faster and have greater permanence than an author originally intended. Messages may be rapidly forwarded or multiplied, reaching individuals beyond those intended or even known by the person posting. And the lines between personal and professional accounts and comments may become more easily blurred.

If starting a blog or engaging in other forms of social media where conflicts of interest are possible, University community members should discuss potential conflicts with their supervisor or the Office of University Relations. This is not to unreasonably stop such pursuits but rather to discuss potential risks. If University community members already have a blog or other social

media sites, this conversation should have taken place. If not, please contact the parties mentioned previously.

Learn about the privacy policies that are offered by each unique Social Media provider and determine how to best make use of the levels of access and/or restrictions available.

Salve Regina University reserves the right to change this policy as necessary.