

Social Media Guidelines for University Departments, Programs and Organizations

*Southern Connecticut State University
Office of Public Affairs*

Current and future students, faculty, staff, alumni and donors are using a number of social media platforms to stay connected. At Southern, we support social media use. Having a social media presence is key to communicating with students and the public as the web continues to shift from a referential resource to an interactive tool. To help members of the university community operate effectively within this medium, The Office of Public Affairs has developed these social media guidelines to empower social media users on campus to interact with the Southern community in a way that promotes the university positively and in keeping with its mission and core values.

Please keep in mind:

- This is a working document. As the internet and social media continue to improve, so will these guidelines. Please contact the Office of Public Affairs to discuss potential updates or concerns.
- These guidelines only apply to social media accounts created to represent Southern Connecticut State University groups, departments, programs, etc., and do not apply to private individual accounts. Student-based groups are not regulated by these guidelines, though they are encouraged to work cooperatively with the university when able.

University Website vs. Social Media

The Southern website serves as the university's primary web presence. Social media pages are secondary information sources that lead users back to SouthernCT.edu, in most cases. Think of your department's social media accounts as complements to your department's website, not as replacing it. All organization descriptions, mission statements and other static web content that appears on a social media site should also appear on the Southern website. This does not include items of a timely nature, such as announcements about events or news items.

Primary University Social Media Accounts

- **Facebook:** www.facebook.com/southernct
- **Twitter:** www.twitter.com/SCSUTweet
- **Instagram:** <http://instagram.com/scsugram>
- **LinkedIn:** <http://www.linkedin.com>

Primary accounts are managed by the Office of Public Affairs' social media team (Betsy Beacom, Beacom1@southernct.edu; Jian Chan, Chanj2@southernct.edu; Allison O'Leary, Olearya2@southernct.edu).

Officially Recognized Social Media Accounts

Making it Official

Before creating a social media account for an office, department or program, prospective administrators should first contact the social media team in the Office of Public Affairs. We will assist you with creating a URL for your account that conforms to university style. Becoming an officially recognized social media account earns you:

- Placement on SouthernCT.edu web directory of social media accounts (coming soon)
- Membership in Southern's Social Media Users Group (SMUG)
- Collaborative messaging, tagging and sharing opportunities with other university accounts
- Duplication prevention for your office or department
- Account setup and backup support.

If your department or office has already created an account or accounts on social media platforms, contact the social media team so that we can help you bring your accounts into conformity with university style and thus become officially recognized as outlined above.

Protocol

In order to be recognized as an official social media account, pages should have a:

- Professional staff/faculty member serving as an administrator at all times
- Minimum number of relevant posts per week (see below for suggested numbers of posts per platform)
- Defined purpose and target audience. Social media pages should supplement departments' and units' existing programs and services. They also should support the mission and vision of the university.
- Consistent tagging and sharing strategy for linking to other official social media pages.

Suggested Frequency of Posts Per Platform

- Facebook: Minimum three posts/week, maximum 10 posts/week
- Twitter: Minimum five tweets/day, no maximum
- LinkedIn: Minimum two posts/week, maximum five posts/week
- Instagram: No minimum or maximum

In all cases, focus more on the quality of each post rather than the quantity. With Instagram, the focus should be more on the timing of each post rather than on the number of posts. For more suggestions on frequency of posts, see

<http://blogs.constantcontact.com/how-often-post-social-media/>

Managing Your Social Media

- Once your department's account has been created, have it "like" or "follow" the official university page, and all other official university social media accounts. Doing this creates links among us all, thus making our pages more "social."
- To be officially recognized by Southern Connecticut State University, your account should have a Southern faculty or staff member as an administrator at all times, as well as a member of the Public Affairs social media team.
- Should a Southern employee administrator of an account leave the university for any reason or no longer wish to be an account administrator, it is that individual's responsibility to designate another Southern employee to be an account administrator prior to removing himself or herself from that role. The Office of Public Affairs' social media team should be notified when a new administrator takes over.
- Southern employees identified as administrators of accounts are responsible for managing and monitoring content of their officially recognized accounts, as well as for removing content that may violate conduct policies (to be outlined in a separate document).
- Student assistants may be added to social media accounts as "content editors," or given posting privileges, but with the understanding that they are accountable to these guidelines and to the social media administrators in the departments they serve. Students must be removed from social media accounts once they are no longer active with the department, office or program in an official capacity.

Use of Logo

The Southern logo may not be used as a "profile picture" on any social media, as that is the image used to designate the official university page and Athletics page. Logos may be used within complementary images, such as cover photos, however. The Office of Public Affairs Graphics Team will be happy to assist you in creating your social media imagery; please contact Marylou Conley for graphic support at ConleyM1@SouthernCT.edu.

Content

- Read each social media platform's TOS (Terms of Service) and understand that the TOS represent a set of policies each social media account must follow.
- Understand that your department or organization's social media account(s) represent the university. Use good judgment about content, and respect privacy laws. Do not include confidential information about the university, its staff or its students.
- You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws or otherwise injurious or illegal.
- Representation of your personal opinions as being endorsed by the university or any of its organizations is strictly prohibited.

- By posting content to any social media site you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the university harmless for any claims resulting from the content.
- Southern reserves the right to mandate that you remove any content for any reason including, but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. Content that is reported as falling into any of these categories will be reviewed by the Office of Public Affairs and reported to the appropriate Cabinet member when deemed necessary and appropriate. The page administrator will be notified via Facebook and by email to remove the questionable item once a recommendation has been made. Failure to comply within 48 hours may lead to further action by the university administration.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Providing a link to the original material can fulfill this requirement as applicable.
- Refrain from using information and conducting activities that may violate local, state or federal laws and regulations.
- Questions about these guidelines should be directed to BeacomB1@SouthernCT.edu.

See also:

Page administrators must also familiarize themselves with and adhere to:

- [Current CSCU IT Policies](#)
- [Federal Education Rights and Privacy Act \(FERPA\)](#)

DRAFT