



# Official Social Media Sites Policy ADM 14.1

Marketing Office

Policy Type: Administrative

Applies to: Faculty, staff, student employees, students and volunteers

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## POLICY DATES

Issued:

Revised:

Edited:

Reviewed:

Mount Union was an early adopter of social media as a marketing and communication tool. The institution shares campus news, event details and the accomplishments of faculty and staff members, alumni and students across a variety of social media platforms. These sites have been valuable marketing tools, yet they differ from traditional media as they were created to facilitate dialogue. In honor of this “conversational” spirit of social media, the goal of the institution’s social media efforts is not to “push” information at people, but to communicate with constituents in a way that encourages discussions and the exchange of thoughts and ideas. The primary tools that Mount Union currently uses include YouTube, Facebook, Twitter, LinkedIn, WordPress, Flickr and Pinterest. In addition, efforts are underway to begin incorporating Foursquare into our marketing efforts. The Office of Marketing coordinates and maintains these social media presences with input, and sometimes assistance, from other offices and departments on campus. Mount Union’s official social media presences, as of April 1, 2012, are as follows. This list is subject to change.

For an up to-date listing, please contact the Office of Marketing.

YouTube [www.youtube.com/mountunioncollege](http://www.youtube.com/mountunioncollege)

Facebook [www.facebook.com/UniversityofMountUnion](http://www.facebook.com/UniversityofMountUnion)

[www.facebook.com/purpleraiders](http://www.facebook.com/purpleraiders)

[www.facebook.com/mountunionalumni](http://www.facebook.com/mountunionalumni)

Twitter <https://twitter.com/mountunion> (@mountunion)

<https://twitter.com/purpleraiders> (@purpleraiders)

<https://twitter.com/mountunionalum> (@mountunionalum)

<https://twitter.com/whattodoatmount> (@whattodoatmount)

LinkedIn <https://www.linkedin.com/company/35065>

WordPress [blog.mountunion.edu](http://blog.mountunion.edu)

Flickr: <https://www.flickr.com/photos/mountunion>

Pinterest: [www.pinterest.com/mountunion](http://www.pinterest.com/mountunion)

[www.pinterest.com/purpleraiders](http://www.pinterest.com/purpleraiders)

The above listed presences are the only Mount Union social media sites officially sanctioned by Mount Union. It is extremely important to avoid diminishing the brand and outreach of the institution through a proliferation of “official” presences. These sites, however, are an integral component of the institution’s marketing and communication strategies, and as such, are updated and monitored regularly by the Office of Marketing with additional assistance from designated offices on campus. Numbers of fans, followers and views continue to increase on a daily basis. These official sites have allowed the institution to build a stable and involved participant base, thus benefitting the communication efforts of the institution and individual offices and departments who work cooperatively with the Office of Marketing to post information.

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#### B. Use of Group Pages for Instruction

#### Definitions

Term	Definition

#### Policy Details

##### A. Requesting an Official Social Media Site

The Office of Marketing annually reviews emerging social media needs and remains flexible in an effort to make necessary adjustments to fulfill constituent needs. Individuals wishing to create a social media site as an official representation of Mount Union should submit a written request, including their justifications, to the Office of Marketing. Submissions must include the written approval of the vice president of their respective areas. Once submitted, the Office of Marketing will review the request to determine if a new official presence is needed or if an existing site or other alternative can fulfill the need.

Mount Union's philosophy on official social media sites is to keep them to a minimum. Overabundance of Mount Union sanctioned sites will diminish the visibility of any one site and dilute the brand of the institution. In addition, the institution's established sites have already garnered significant followings, and it is in the best interest of every office and department to message through these sites to best take advantage of the thousands of fans and followers already engaged with Mount Union.

If a new official presence is approved, the Office of Marketing must first approve, and will maintain a record of, all usernames and passwords to all sites. At that time, a schedule of information must be presented to the office and a decision will be made with regard to who will bear responsibility for updating and maintaining the site – either the requesting party or a representative of the Office of Marketing. Social media training will be provided.

##### B. Requesting Account Administrator Status

In most cases, the account administrators of official Mount Union social media sites will be members of the Office of Marketing. Additional individuals and other offices and departments may be approved by the Office of Marketing to serve in this capacity for specific sites. Others wishing to serve as account administrators should submit their request in writing to the Office of Marketing after first obtaining the approval of the vice president of their respective areas. If such a request is approved, social media training will be provided.

##### C. Guidelines for Social Media Sites

**Please also refer to the institution's Social Media Policy to ensure that any official social media efforts are in line with the best practices set forth in this document.**

##### *Meet Site Requirements*

All officially recognized social media accounts will link to one another and to the institution's website. A statement identifying it as an official site of Mount Union must be included. A profile image that represents the brand and identity of Mount Union must be included as well.

##### *Maintain Consistency with the Mount Union Brand*

Contact the Office of Marketing for approved logos and other graphic elements that may be prepared specifically for social media sites. Consult the Mount Union Identity Program for specific guidelines.

##### *Understand the Responsibilities of Account Administrators*

All social media accounts officially recognized by Mount Union must have at least two Mount Union faculty and staff members as administrators at all times to ensure the protection of this policy. All account administrators must sign a confidentiality and best practice agreement. Should an account manager leave employment of Mount Union for any reason, or no longer wish to be an account administrator, it is the individual's responsibility to inform the Office of

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Marketing prior to removing himself or herself from that role so that another designee may take over administrator responsibilities. Upon termination of employment, account administrators lose rights to the site and must transfer authorization/credentials to the designated employee as part of the employee exit process. Mount Union faculty and staff members identified as administrators of accounts are held responsible for managing and monitoring content of their officially-recognized accounts. Administrators are responsible for removing content that may violate this policy or any other institutional policy. Administrators, at any time, may contact the Office of Marketing for consultation.

#### *Username and Passwords*

The usernames and passwords of all official Mount Union social media sites must be kept on file with the Office of Marketing. Passwords must not be shared with individuals who are not approved account administrators.

#### *Be Timely*

Aim for standard times for postings and updates. In general, administrators should post to each social media site at least one to two times on weekdays and more frequently if special events or news warrant additional posts. In addition, respond to all questions and requests within 24 hours (with the exclusion of weekends).

#### **D. Disclaimers**

If, at any time, the Office of Marketing finds that an officially-sanctioned social media site is not appropriately representing Mount Union in accordance with the guidelines previously presented, the Mount Union Identity Program or other existing University policies, the site will be terminated.

Mount Union has the right, in its sole discretion, to remove any content for any reason from an official Mount Union social media site, including, but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws or is deemed to be otherwise injurious or illegal. If a social media site is created as an official representation of Mount Union, that site will remain the property of the institution and not the author. Further, the author does not have any expectation of privacy in and to the Mount Union computer equipment and/or software used to create any social media content.

Employee violations and misconduct in the usage of social media will be handled in accordance with applicable University policy and may include request for removal of content or the site and/or disciplinary action up to and including termination.

Mount Union is not liable for any information posted on personal sites. Furthermore, Mount Union is not responsible or liable for any activities or incidents resulting from web content that is not posted by the University.

Mount Union does not monitor faculty, staff or student media/social networking content published independently of their work at Mount Union. The views and information on such postings do not constitute official Mount Union information or positions, and any such postings must expressly state the opinions or views expressed are not the views and opinions of Mount Union.

**This policy will be reviewed annually by the Office of Marketing, Office of Human Resources and Office of Information Technology. However, as social media is an ever-changing entity, this policy is subject to change at any time.**

## PROCEDURE

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Issued:

Revised:

Edited:

Reviewed:

#### **A. Student Organization Social Media Sites**

Officially-recognized Mount Union student organizations may create social media presences for promotional purposes. An organization must first seek the approval of its advisor and identify two members who will serve as account administrators. In addition, the Student Organization Social Media Site Registration Form found on iRaider must be

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completed and submitted. This will allow for the following information to be on file with the Office of Student Involvement and Leadership and the Office of Marketing.

- 1) URLs of all social media sites
- 2) Names of the account administrators
- 3) Usernames and passwords for all sites

Mount Union does not maintain or actively monitor social media sites representing student organizations. An organization's social media site is the sole responsibility of the organizations, its advisor(s) and its designated administrators.

Any student organization wishing to disseminate information through one of Mount Union's official social media sites should contact the Office of Marketing for assistance.

### B. Use of Group Pages for Instruction

A faculty member may create a Facebook group page, linked from his or her personal page, to support teaching and learning related to a particular course. Group pages should not be created as promotional efforts for individual departments or offices. Such messaging should be filtered through the University's existing official social media sites. Group pages should be created with an appreciation for the best practices of Mount Union's Social Media Policy while also adhering to the following guidelines.

- 1.) Group pages should be set up as private pages, not pages that can be seen by the general public. This will require potential group members to either request to join the group or to be invited to join the group. Potential group members must then be approved by the group administrator (the faculty member creating the group). This will ensure that group members are, in fact, members of the course for which the group is being created.
- 2.) Upon the close of the semester, the group administrator (the faculty member creating the group) should remove the group members and/or delete the group if the course will not be offered in a subsequent semester.

### Responsibilities

Position or Office	Responsibilities
Marketing Office	Manages the official sites and is the place to register the student media pages

### Resources

### Contacts

Position	Office	Telephone	E-mail/URL
VP of Marketing	Marketing Office	(330) 823-6063	<a href="mailto:marketing@mountunion.edu">marketing@mountunion.edu</a>

### History

All changes must be listed sequentially, including edits and reviews. Note when the policy name or number changes.

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