

## SOCIAL MEDIA POLICY AND GUIDELINES

### Purpose

This policy addresses the proper use of University of Mary social media accounts (main, niche, and professional), but also addresses private accounts relating to the University.

### Statement of Policy

Anything posted on social media should follow the University's Branding Standards Guide, be in good taste, be suitable for all audiences, and align with the University's Benedictine values. Faculty, staff, and student organizations are expected to uphold the University's values, mission, and vision when posting on social media.

Prior to creation, all new social media accounts must be registered by the Office of Public Affairs. Upon opening a new social media account, account managers are required to arrange a consultation with Public Affairs. Social media training helps ensure that all accounts properly portray University values and uphold brand standards. The Office of Public Affairs will provide additional social media training as needed.

The Office of Public Affairs also reserves the right to monitor, change, and deactivate social media accounts opened on behalf of the University or that do not follow the University's branding standards.

If you have questions about appropriate content on social media or opening an account, please contact the Office of Public Affairs at [marketing@umary.edu](mailto:marketing@umary.edu) or by phone (701) 355-3749.

### Considerations for Engagement on University-sponsored Social Media:

- Exercise good judgment and conduct social activity responsibly and respectfully.
- Provide appropriate and relevant content, considering the perception of the end-user.
- Refrain from posting personal items on University accounts.
- Respect the dignity of every human person when creating posts.
- Monitor and respond to comments in a professional and respectful way.
- Remove commentary that does not reflect the University's brand standards.
- Avoid posting content that reflects poorly on the University.
- Record usernames and passwords to ensure the Office of Public Affairs can access the account if it is inactive.

### Personal Accounts

Students, faculty and staff of the University should also review the [Social Media Policy and Guidelines for Scholar-Athletes](#) in regard to the use of private social media accounts. This policy, written for scholar-athletes, also helpfully articulates the clear principles by which the

University regards social media activity by all members of the university community. The University's Benedictine character encourages the productive and appropriate manifestation of concerns, without the destructive act of "murmuring," and there are [processes in place](#) to receive concerns and grievances. Likewise, funding for both student scholarships and the salaries and benefits for employees and their families depend on the good name and reputation of the University. Thus, social media posts or public statements on personal or anonymous accounts that damage or reflect negatively upon the University are taken seriously. Students who employ social media or analogous means in a way that harms the good name or reputation of the University may be subject to consequences, including temporary or permanent suspension of institutional aid scholarship funding and expulsion from the University. Employees may face professional correction or discipline, up to and including suspension or termination. At the same time, university administration has a responsibility to provide appropriate channels for students or employees to express frustrations and grievances and to likewise participate in the development and growth of the University of Mary community.

**Approved**

6 August 2020 by the Executive Committee of the University of Mary Board of Trustees  
Revised 23 November 2020 by the Board of Trustees (EC)