

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

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 or by phone (701) 355-3749.

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 principles by which the University regards social media activity by all members of the University community.

Considerations for Engagement on 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.
- Keeping track of your usernames and passwords ensures the department can access the account if it is inactive.

Approved

6 August 2020 by the Executive Committee of the University of Mary Board of Trustees