

University of Mary Social Media Policies and Guidelines

Date reviewed: June 2019

Overview

The policies and guidelines outlined in this policy apply to all social platforms. Those interested in managing or contributing to social media at the University of Mary are expected to read this policy and sign off with the University's Digital Marketing Specialist prior to engaging in any social activity.

The University of Mary reserves the right to terminate any niche or professional account that fails to follow the policies outlined in this policy.

Social media is constantly changing with new platforms emerging and existing ones evolving. It is hard to predict what will be next, so these policies are meant to be broad and not platform-specific so they can serve for the ongoing social media governance at the University of Mary. Social media governance at the University of Mary will be overseen by the University's Public Affairs team.

There are three types of social media accounts at the University of Mary:

- **Main accounts:** Represent the institution as a whole and serve as the primary account on each platform. As a best practice, these should be the first accounts established on all new platforms. These accounts are owned by the University of Mary and will be created under the supervision of the University of Mary's Public Affairs team.
- **Niche accounts:** More narrowly focused to a specific audience, such as alumni, a designated campus, college or department, or athletic team. These accounts are owned by the University of Mary and must adhere to the University of Mary brand standards. All new niche accounts are to be registered with the Digital Marketing Specialist by submitting a ticket to www.umary.sharedwork.com/requests. All accounts must register with the Digital Marketing Specialist by emailing mpseaman@umary.edu. See requirements under "Account management."
- **Professional accounts:** Individual accounts used as part of the job function for designated employees, including but not limited to coaches, admissions representatives and alumni/development officers. These accounts are owned by the employee but the University's Creative Services team should be contacted and made aware of them. Professional accounts must refer to the Student Handbook for brand guidelines. All professional accounts are to be registered with the Digital Marketing Specialist by emailing mpseaman@umary.edu. In the registration email, professional account holders should include the name of platform, name of their account, and position within the University of Mary.

Purpose of Main University Accounts

The purpose the main university account is to share content relevant to the university community as a whole.

The main university account will not create or post content better suited for niche accounts.

It will, on occasion, share posts first made by niche accounts if deemed suitable for the benefit of the overall university community. Utilize #LifeatMary or tag the appropriate account to alert the Digital Marketing Specialist of generic and everyday postings.

All posts and shares made by the primary university accounts will be at the sole discretion of the Digital Marketing Specialist and Public Affairs team.

For specific sharing for important events and updates, please contact the Digital Marketing specialist directly at mpseaman@umary.edu.

Account branding

All official University of Mary social media accounts (main and niche) are expected to adhere to the following brand standards to ensure consistency, and brand standards and trademarks.

- **Avatars:** All accounts will use the blue “M” logo, officially designated niche account logos, or an appropriate photo related to that niche account’s content. All accounts will refrain from using all Marauders Athletics logos unless the holder of the account is a designated University of Mary Athletics affiliate.
- **Cover photos:** Accounts should use photography that represents their page’s content. All accounts will refrain from using the Sisters’ bell banner imagery for both cover and profile images. (See page 3.)
- **Bios:** The description should mention the official University of Mary website and primary social media channels. The description should also explain the relationship between the University of Mary and the particular account. For example, University of Mary Alumni Association: “Official Alumni Association page for the University of Mary. This page is for all University of Mary Alumni to remain a connected member of #LifeatMary. For more about the University of Mary visit www.umary.edu.”
- **Handles/names:** There are two formulas for naming niche accounts – when character limits allow, “University of Mary + department name.” When character limits do not allow, “UMary + department name”.

Niche accounts that fail to follow these foundational requirements or violate trademark or copyrights will be at risk of being deactivated.

Niche or professional accounts falsely representing the University of Mary should be directed to the University’s Marketing team to be reviewed. Any account falsely

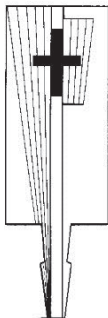
representing the University of Mary is at risk of being deactivated. The only exception is accounts that follow the [parody rules](#) as outlined by each individual social media platform.

Policy for Use of University Seal

Illustrated below is the official seal of the University of Mary. Use of the seal is reserved for formal applications such as diplomas. The seal should never to be used as a primary signature for the university.



Policy for Use of the Bell Banner Image



The bell banner is owned by the Benedictine Sisters of the Annunciation. It is the Sisters' symbol, logo and landmark.

University of Mary social media sites may not use images of the bell banner as profile pictures or background photos. Photos on these social media sites may include the bell banner as part of a panoramic or aerial view, but not as the central focus of the photo.

All questions concerning the use of the bell banner should be directed to Brenda Nagel, Director of Public Affairs at the University of Mary.

Account management

Creating new accounts. All new University of Mary social media accounts must be created and registered under the supervision of the University's Digital Marketing Specialist. All niche accounts must provide admin access to the main University of Mary

account. In a registration email, niche accounts should include the name of the platform, name of the account, login information, name of the account manager and their position within the university. If registering an account for a student organization, the faculty supervisor must also be given admin privileges on the account. To create a new niche social media account, a project request must be submitted to the University's Public Affairs team at www.umary.sharedwork.com. The University of Mary reserves the right to deactivate any account that claims to represent the University of Mary but does not follow brand guidelines or protocol.

Deactivating accounts. Engagement and growth are essential for accounts to achieve social media success. Accounts that do not meet the minimum requirements, set forth as "Best Practices" by the University's Public Affairs team, may be deactivated at the discretion of the University's Digital Marketing Specialist. If an account manager would like to shut down an account, contact the University's Digital Marketing Specialist at mpseaman@umary.edu to collaboratively set forth a timeline and plan to archive content and encourage followers to migrate to other accounts or platforms.

The account deactivation process will vary depending on each situation as determined by the University's Digital Marketing Specialist.

Access to accounts. Main university accounts will be set up under the supervision and discretion of the University's Digital Marketing Specialist. Niche accounts will be managed by individuals in the unit that best relate to the account content and/or audience. As a safety and crisis management measure, all niche and professional accounts must be on file with the University's Public Affairs team; information on file must include: account login and password; name, email and 24/7 phone number of individual serving as primary account manager; and all other employees or students who have access to the account, along with their credential level. The holder of the account must notify Public Affairs with password changes.

To limit students/interns accessing official University social media accounts, a third-party management tool, such as SproutSocial, Hootsuite, or Buffer, etc. can be leveraged for posting and monitoring content. In the event a student needs full access, it should be documented between the employee and student/intern what their role is for account management – acknowledge they are running the account for a set period of time, will not change passwords, have no claims to ownership and will report any possible concerns/crisis to the employee immediately overseeing them.

Employee account managers.

The employee serving as the primary manager of an account assumes the following responsibilities:

- Ensuring the account follows all policies and best practices for social media.
- Training any employee or student who has access to post on behalf of the account.

- Coordinating content, campaigns, and hashtags with the University’s Marketing team.
- Changing editor/admin roles year-to-year so that accounts do not fall dormant.
- Following the policies set forth in this document.

Engagement

User privacy and personal responsibility. The University of Mary is not responsible for any content shared by other social media users on its accounts or referencing the university in the online space. As sharing is a key component of social platforms, there should be no expectation of privacy for any account or content posted. Personal information should not be shared, including but not limited to, phone numbers, emails and addresses. Each person who chooses to participate in social media and/or engage with any University of Mary account or community, e.g. utilizing a University of Mary-related hashtag, does so at their own risk, taking personal responsibility for all posts, whether it be on their account or another user’s, including University of Mary affiliated accounts.

Reusing others’ content. The University of Mary reserves the right to reuse any content — including but not limited to photos, videos, or comments — shared by a social media user, whether it be on an official university social media account, referencing the University of Mary in any capacity, or identifiable to life at the University of Mary.

University of Mary social media accounts that reuse content from other social media users must credit the user by name/handle and the platform from which it was captured, e.g. “Photo credit: @UMaryStudentWilliam.”

To have content seen and shared within the University of Mary online community, users should include #LifeatMary in their posts/content.

By posting or submitting content to any of the university’s social media channels, you understand and acknowledge that this information is available to the public, and that UMary may use this information for internal and external promotional purposes and fundraising purposes. Please note that other participants may use your posted information beyond the control of the university.

Community management

Monitoring. All account managers are responsible for ensuring a safe and respectful online community for anyone to engage with or follow University of Mary on social media. Accounts should be monitored throughout the day, including times when the University of Mary is closed. Any issues, including but not limited to, illegal activity or threats to the safety of an individual, group or the University of Mary, should be reported immediately to the University’s Public Affairs team, which will determine next

steps, including notification of law enforcement, student affairs, etc. The University of Mary strives to resolve any issues on social media within 24 hours.

While the University of Mary makes reasonable efforts to monitor and/or moderate content posted on its social media platforms, we do not moderate all comments and cannot always respond in a timely manner to online requests for information.

Blocking users. The account's social media manager may remove any account user immediately without notice who fails to show respect for and/or threatens the safety of the University of Mary social media community. Employees should keep a log by platform of all users who they block, including the user's handle, link to his/her profile, date he/she was blocked and the reason for blocking the user, and email it to the University's Digital Marketing Specialist.

Deleting users' comments and content. The University of Mary reserves the right to delete comments posted on its main accounts by users that are considered in poor taste, offensive or unacceptable by the account's social media manager. Content that could be deleted includes but is not limited to, content that is harmful, obscene, offensive, defamatory, or threatening. Advertisements, promotions of non-sanctioned events or activities, illegal activity, political endorsements, SPAM, or anything contrary to the University of Mary Benedictine values can also be deleted. Each social media manager should keep a log by platform of all content deleted, including the user's handle, link to his/her profile, date the content was posted, date the content was deleted, and a screen grab of the deleted content/comment.

Removing account content. Anything posted to social media accounts should be in good taste, suitable for all audiences, and aligned with the University of Mary Benedictine values. It is understandable that there will be an occasional typo on social media; if the typo does not alter the content's meaning, it can be removed and reposted without issue or notification.

NCAA and NSIC regulations. As a Division II university with the NCAA and NSIC, the University of Mary and Marauders Athletics must adhere to the NCAA and NSIC social media regulations. Marauders Athletics coaches and account managers must be fully informed of the most recent editions in the NCAA and NSIC social media regulations through communication with the Marauders Athletics compliance officer.

Student-run accounts

General. Any account created by a student that bears the University of Mary name or uses trademarked or copyrighted materials must represent a sanctioned student group or organization. The account should follow all University of Mary branding guidelines found in the student handbook and listed above. The student managing the social media account should set up an appointment with the University's Digital Marketing Specialist for account activation and registration.

Account management. Students must follow all University of Mary rules and policies, as outlined in the student handbook and as listed above. Student account managers also agree to follow all University of Mary social media policies and procedures for Account Management, Engagement, and Community Management.

Student clubs and organizations should have their faculty advisor as an administrator on their social media page. If club leaders change or graduate, the club advisor can still grant access to new club officers and members.

Every effort should be made to pass along login information and administrator privileges from one club president to the next so that new pages do not have to be created each academic year. This reduces confusion among club members as to which club page is the “official” or “correct” page for the club.

Consistently utilize official University hashtag #LifeatMary or the handle of main University channels so that our official accounts can share your content and stay updated on your events.

If you have any questions or need a source of information, please contact the University of Mary Digital Marketing Specialist at mpseaman@umary.edu or by phone (701) 355 – 3749

Please sign below to agree to the University of Mary Social Media Policy.

Name _____ Date _____

Public Affairs Representative _____ Date _____