

# University of Mary Social Media Policies and Guidelines

November 2017

## **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 Marketing Director 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 Marketing 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 by the University of Mary Marketing 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 Social Media Marketing Specialist by submitting a ticket to [www.umary.sharedwork.com/requests](http://www.umary.sharedwork.com/requests). Accounts which were active before December 1, 2017 must register with the University of Mary Social Media Marketing Specialist at [marketing@umary.edu](mailto:marketing@umary.edu). In the registration email, niche accounts should include the platform, name of the account, login information, name of the account manager and the account manager's position within the university.
- **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 Marketing 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 Social Media Marketing Specialist at [marketing@umary.edu](mailto:marketing@umary.edu). In the registration email to [marketing@umary.edu](mailto:marketing@umary.edu), professional account holders should include the

name of platform, name of their account, and position within the University of Mary.

### ***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 or officially designated niche account logos, such as athletics, or an appropriate photo related to that niche account’s content.
- **Cover photos:** Accounts should use photography that represents their page’s content. If text is going to be used, consult with the University’s Social Media Marketing Specialist to determine how to optimize for desktop and mobile.
- **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 “This is the official University of Mary Alumni Association Facebook page. This page is for all University of Mary Alumni to remain a connected member of the Marauders Family and to life at Mary. For more about the University of Mary visit [www.umary.edu](http://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 foundation 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.

### ***Account management***

**Creating new accounts.** All new University of Mary social media accounts must be created in conjunction with the University’s Marketing team. All niche accounts must be registered with the Social Media Marketing Specialist at [marketing@umary.edu](mailto:marketing@umary.edu) under an official University of Mary email or phone number. In the registration email, niche accounts should include the platform, name of the account, login information, name of the account manager and their position within the university. The registered email must be the managing email for the niche or professional social media account. To create a

new niche social media account, a project request must be submitted to the University's Marketing team at [www.umary.sharedwork.com](http://www.umary.sharedwork.com). The University's Marketing team 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 Marketing team, may be deactivated at the discretion of the University's Marketing team. If an account manager would like to shut down an account, contact the University's Marketing team at [marketing@umary.edu](mailto:marketing@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 pending each situation as determined by the University's Marketing team.

**Access to accounts.** Main University accounts will be set up and managed by the University's Social Media Marketing Specialist. Niche accounts will be managed by employees in the unit that best relates 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 Marketing team; information that must be reported includes: account login and password; name, email and 24/7 phone number of employee serving as primary account manager; and all other employees or students who have access to the account, along with their credential level. All niche accounts must be registered with the Social Media Marketing Specialist, at [marketing@umary.edu](mailto:marketing@umary.edu), under an official University of Mary email. The registered email must be the managing email for the niche or professional social media account. This information will be shared with Human Resources, Information Technology and Marketing.

It is recommended that students/interns assisting with managing official social media accounts should not be given the account passwords; rather, a third-party management tool, such as SproutSocial, Hootsuite, or Buffer, etc. should be leveraged to give them limited access 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 overseeing them immediately.

**Crisis communications.** In the event of a crisis, the university will rely on the University of Mary's Safety and Security Office's emergency notification system to communicate emergency messages. With direction from Safety & Security, the university's Social Media Marketing Specialist will notify all university social media account managers with specific instructions for the incident, which could include specific messages to post, request for assistance monitoring and reporting, or that the University's Marketing team will be taking over posting to all accounts until the incident is resolved. The Social Media Marketing Specialist reserves the ability to take over management of any niche or professional account in the event of a crisis.

**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.

### ***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. surrounding 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"

### ***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 Marketing team at [marketing@umary.edu](mailto:marketing@umary.edu), 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.

**Blocking users.** The account's social media manager may remove any account user who fails to show respect and/or threatens the safety of the University of Mary social media

community immediately without notice. 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 [marketing@umary.edu](mailto:marketing@umary.edu)

**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 advertisements, promotions of non-sanctioned events or activities, illegal activity, political endorsements, SPAM, defamation or anything contrary to the University of Mary Benedictine Values. 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. The student managing the social media account should submit it to the University's Marketing team at [marketing@umary.edu](mailto:marketing@umary.edu) with the names of all students who have access to manage the account, and in turn, the account will be listed in the official University of Mary Social Media Directory in a "Student Organizations" section.

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

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If you have any questions or need a source of information. Please contact the University of Mary Social Media Marketing Specialist at [marketing@umary.edu](mailto:marketing@umary.edu) or by phone (701) 355 – 3749

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

Name \_\_\_\_\_ Date \_\_\_\_\_

Marketing Representative \_\_\_\_\_ Date \_\_\_\_\_