

# Adrian College

## Social Media Guidelines

### **Purpose**

This document outlines the publication policy for Adrian College's page(s) on social media, including Facebook, MySpace, Twitter, and YouTube. These all are online social utilities that allow individuals, or group of individuals, to create a place for a group of people to come together online to post information, news and events. Adrian College's social media presence is intended to provide the College community with a venue to share thoughts, ideas, and experiences through discussions, postings, photos, and videos. Publication guidelines will be similar to any other media.

The Adrian College pages will provide students and other constituents with up-to- date College information and the opportunity to communicate with page administrators and other page users. This policy is intended to outline proper use guidelines in order to ensure the most effective use of the pages.

This policy addresses the College's official presence on social media sites. In general, individual faculty or student pages are not included in this policy; however, if an employee or student group at the College creates a page that could be affiliated with the College, the Office of Public Relations should be notified. The College does not take any responsibility for pages developed by others.

Contributors to the Adrian College pages will follow the generally established employee and student guidelines. Oversight of all Adrian College-affiliated pages is the responsibility of the Office of Public Relations, who will periodically review pages to ensure College policies are followed and that the pages are being produced in accordance with the best interests of the College.

Because the technology that drives Web communication changes rapidly, this policy may be adjusted to reflect issues that may arise in the management and implementation of the page or for any other reason that supports the College's priorities for the page.

### **Department Social Media Sites**

Individual departments wishing to develop a social media presence MUST contact the College's Web Content Editor at [public-relations2@adrian.edu](mailto:public-relations2@adrian.edu) before developing any pages and/or accounts.

Such departments already with Facebook Fan Pages include: Shipman Library, Career Planning, and Financial Aid.

In regards to Facebook, departments will need to make a Fan Page NOT a profile page. Contacting the Web Content Editor before hand can ensure that proper steps are taken when developing the page.

Once the departmental pages are set-up, that department is responsible for content development (see below).

### **Responsible parties**

The Office of Public Relations is the primary administrator for the College's main pages on any social media site. Those who wish to contribute information or make suggestions for the Adrian College pages should email [public-relations2@adrian.edu](mailto:public-relations2@adrian.edu).

Student organizations are encouraged to develop a social media presence. When associated with the College, these pages should adhere to College policies. Developing "friendships" with the official College pages and other student group pages is encouraged!

### **Content development**

All content must relate directly to College business, programs, and/or services. Content placed by administrators cannot promote individual opinions or causes which are not directly related to College purposes.

Content should be short and written in active voice. Remember to consider the audience; the style and tone of content should be direct and student-oriented.

### **Photos and videos**

Uploaded photos and videos must relate directly to the College and/or student life and should not be used as a promotional tool for programs, products, or services outside the College.

All photos and videos must adhere to existing College policies.

### **Updating and adding content**

The page should be maintained and as up-to-date as possible. In general, the more frequent the content is updated, the more users will access the page.

### **Fans**

The term "Fan" refers to a member of Facebook that decides to "become a fan" of a particular page. This means that the person is a recognized fan on the page, is able to interact on the page, and receives updates sent out about events.

Fans of the page cannot be censored by administrators, and are only censored by the terms and conditions of Facebook\*. Facebook does establish many guidelines in regards to language, posting pictures and videos, and various other topics. Be sure to read the guidelines carefully and report fans that violate any terms or conditions.

Existing policies governing student and employee behavior apply to the College's Facebook page. The College takes no responsibility for content developed by nonemployees.

### **Other**

Because the Adrian College pages on social media sites are interactive tools, administrators should monitor pages closely and frequently to supervise user conduct.

Any questionable conduct should be reported to the Office of Public Relations.

Facebook terms and conditions, found at <http://www.facebook.com/terms.php>, must also be followed strictly.

## **Social Media Posting Policies**

Adrian College has created several accounts on social networking sites to engage with all current and new community members while encouraging a dynamic conversation about news, events, and topics of interest to the Adrian College community. In doing so, Adrian College respects First Amendment rights and embraces free speech values. Our goal is to encourage free speech on Adrian College related social networking site(s), as well as to promote community values and ideals.

For these reasons, the contents of the Adrian College Wall, Discussion Board, Fan Photos, and other areas available for posts are a combination of content submitted by individual administrators of the Adrian College page(s) and individual Facebook members (Adrian College students, faculty, staff, alumni, and community members). Content submitted by individuals does not in any way reflect the opinions or policies of the College.

Please be aware that all content and posts are bound by the [Facebook Terms of Use](#), [Code of Conduct](#) and the [Adrian College Computer Use Policy](#). In addition, Adrian College reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College's best interest.

Adrian College also observes the following policies:

**Comments/Wall postings:** Any comment or post deemed inappropriate by Adrian College fan page administrators due to harassing or threatening language, slander or profanity will be removed from the wall without prior notice. Adrian College reserves the right to block posts from fans who violate this policy.

**Discussion topics:** If a topic or post generates more than 100 responses, Adrian College reserves the right to select a few representative posts to remain on the Wall or Discussion Board and place the rest in a discussion group.

**Reporting violations:** Abusive content should be reported according to Facebook procedures:

“Facebook encourages all users to utilize the “Report” links when they find abusive content. In most cases, you will find a “Report” link below the piece of content. Selecting this link takes you to a form where you can specify the type of abuse and make a detailed report. Facebook investigates these reports and makes a determination as to whether or not the content should stay up. All abuse reports on Facebook are confidential.”

Consult the [Adrian College Student Handbook](#) (PDF) to report violations of the Student Code of Conduct.

**Adrian College social network account administrator content:** If you have a concern about content posted by the administrators of Adrian College's social network accounts please contact [public-relations2@adrian.edu](mailto:public-relations2@adrian.edu).