Elmira College

Social Media Policies and Best Practices

As of: September 17, 2019

INTRODUCTION

Elmira College embraces the responsible use of social media to communicate and build relationships with prospective and current students, alumni, employees, parents and community members.

Social media at Elmira College includes, but is not limited to, networks and sites such as Blogs, Facebook, Flickr, Instagram, LinkedIn, Snapchat, Twitter, YouTube and other online media accessible to both internal and external audiences.

All social media accounts affiliated with Elmira College are required to remain consistent with the College's mission and values. The intended purpose of each account should be to positively promote an Elmira College department, office, program, team, club or organization and the events and news pertaining to it. Faculty, staff and students using a social media account, known as social administrators, are expected to uphold the College's reputation and ensure all content is related to the College and does not contain any offensive, suggestive or accusatory material.

Each social media account must have a minimum of two administrators to avoid any unexpected ability to control the account should one of the social administrators leave the College or is unavailable in case of emergency. Student-run accounts must have a faculty or staff member as one of the social administrators.

All new Elmira College social media accounts must submit the "Request for an Elmira College Social Media Account" form (see page 9-10). Upon submission, the social media committee will review the request and follow up with any questions.

Elmira College's social media documents are designed to provide information about the use of social media in an official capacity by departments, offices, programs, teams, clubs, organizations and the individuals representing them. These policies apply to all Elmira College faculty, staff and students who engage in social media on behalf of Elmira College or for official College purposes and are formulated to help account holders develop an effective social media presence.

Social Media Policies

1. Define your goals and scope of the account.
    a. Who is the audience?
    b. Will you devote an hour per day to creating content and managing the account? The standard posting minimum is at least three times per week. If you do not have the content for at least three posts per week, we suggest partnering with another office/department or sending the information to Communications and Marketing for sharing on the main EC channels.
    c. What content can you create and what will it need to be student-driven?
    d. What network will be used?
    e. What will the name be? (You can check availability: http://namechk.com)

2. All new Elmira College social media accounts must submit the "Request for an Elmira College Social Media Account" form (see page 9-10). Upon submission, the social media team will review the request and follow up with any questions. Each account must have at least two social administrators that are responsible for the account. Student-run accounts must have a faculty or staff member as one of the social administrators.

    Please note: we are not accepting requests for Flickr, Google+, or LinkedIn accounts.
    a. Flickr accounts work best by supporting a large amount of content. If you have images you would like hosted on Flickr, we are able to create additional albums to accommodate your request on the Elmira College Flickr account.
    b. Google+ is closing all consumer accounts in August 2019.
    c. LinkedIn is a connection based social media platform that can be hard to establish connections on. LinkedIn users respond best to business-oriented posts making content hard to come by for many areas on campus.

3. All new Elmira College social media accounts must adopt the Elmira College Social Media Official Status Requirements (see page 11). These requirements include items such as naming conventions per platform and contact information and profile image guidelines.

4. The account's social administrators will manage the day-to-day operations and communications of the site. This includes posting on a regular basis along with monitoring and responding to user-generated questions, comments and messages. Each social administrator should be familiar with the requested account platforms; if not, they must be willing to educate themselves by establishing an individual account and actively using it.

5. All accounts must have co-administrators, or a primary administrator and a backup administrator in case of emergency. The account's authorized administrators must maintain the security of account passwords and identification. They are responsible for the use of the accounts, login information and the actions that take place using the account. A student should not be named as the primary administrator unless the account is at the student level, i.e., a student organization. All student-run accounts must have a faculty or staff member as one of the social administrators.

6. A non-personal Elmira College email address (ex: news@elmira.edu) should be used to create an Elmira College social media account, if possible. This is so the account oversight can easily be transferred should the initial site creator no longer be able to maintain the site for any reason.

7. Account passwords should never be shared outside of the social administrators. When updating a password, all social administrators on the account must be aware of the change.

8. The Office of Communications and Marketing maintains a master list of all College social media sites, their administrators, and administrators' contact information. This information is collected from the "Request for a Elmira College Social Media Account" form as it is submitted. For accounts created prior to August 2019, this information will be gathered through outreach and will continue to be gathered through the "Request for Elmira College Social Media Official Status" form. **Athletic team accounts should be registered with the Office of Sports Information.**

Responsible Use

- Material published on any College social media outlet is subject to policies outlined in the Elmira College policies and documents, including, but not limited to, the Elmira College Social Media Policy, the Elmira College Web Policy, the Elmira College Style Guide, student handbooks and any other applicable policy or document of the College. In general, anything that would be deemed a violation of policies in a face-to-face or telephone communication would likely be considered a violation of policies if it took place within social media.

- In the event of an emergency situation on campus, the Elmira College Emergency Response Team will use the official Elmira College Facebook and Twitter to provide updates. All Elmira College social media accounts must defer to the College's authorized emergency communication social media channels, and must refer followers and questions to those official pages. No pages should attempt to provide information about the situation.

- Users must obey all laws and be aware that HIPAA (Health Insurance Portability and Accountability Act, which protects personal health information), FERPA (Family Education Rights and Privacy Act, which protects the rights of students), NCAA (National Collegiate Athletic Association, regarding student athletics) and other confidentiality rules all apply in social media. Users who violate laws, including defamation and libel, may be subject to legal and disciplinary action in accordance with the Elmira College policy.

- Users must always be aware of accessibility needs. Videos in particular should be close-captioned before they are uploaded to a platform, or before they are sent to Elmira College Communications and Marketing with a request for upload to the College's primary social media platforms.

- It is important to note that in most, if not all cases, social media terms of use for accounts - including those that carry the official Elmira College name - allow the transfer, copying and redistribution of information posted online by other users and by the social media platform company. Users should refer to each specific social media platform's terms of use to become aware of site policies, and should

become familiar with the meaning of copyright. One reference is the U.S. Copyright Office's website at: http://www.copyright.gov.

- Sites should be maintained and updated regularly. The Office of Communications and Marketing will notify the administrators of an inactive site after a period of six months of inactivity. If a site remains inactive for more than nine months, action will be taken to disable the site, unless a specific exemption is granted.

Posting Content
- All posted content should positively promote Elmira College and further our mission and values. Content should uphold the College's reputation and be related to the College, it's mission, and Strategic Plan.

- Content should be posted with the understanding that it may be redistributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Share only information that is appropriate for the public.

- Information contained within a personal email, regardless of the sender, may not be intended for public consumption and should be reviewed with the sender before posting on social media.

- Do not post content that is offensive, suggestive or accusatory. This includes, but not is not limited to, content that is racist, sexist, abusive, profane, violent, obscene or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, or threatens Elmira College students, employees, guests and/or other individuals. Before posting, ask yourself if the post: shows (or may be perceived to show) someone getting hurt, attacked or humiliated; might be considered demeaning to a particular group of individuals; depicts activity that is (or may be perceived to be) illegal, such as drug use; or could otherwise show Elmira College in a negative light. If you have a question on appropriateness, contact the director of communications and marketing.

- Due to Elmira College's nonprofit status, the support or endorsement of individual candidates, parties in political campaigns, or movements is prohibited, as is the endorsement of commercial products or services.

- Site administrators should not post under their own name on accounts they oversee. For example, Jane Doe, administrator for ElmiraCollege on Facebook, should not appear as herself making comments on the College's behalf on the page, but instead should appear as Elmira College. This both maintains the privacy of individuals who are speaking as the College, and preserves and maintains the consistency of the College's brand voice. Exceptions to this rule include emergencies, registered student takeovers, and uses by public figures such as the College president, deans, admissions counselors, and athletics coaches. Accounts hosting a student takeover should utilize the Social media Takeover – Terms of Use (see page 13). In the case of public figures, professional social media accounts should be maintained separately from personal social media accounts.

- On platforms that allow the use of disclaimers, users must include posting guidelines. Additionally, Elmira College has established a User Content Disclaimer (see below) that may aid social administrators in setting ground rules for interactions on official Elmira College social media sites. The statement establishes standards by which accounts may encourage community participation while preserving the right to remove content that violates the provider's terms of service, applicable laws and Elmira College policies. This disclaimer is available for use for all College social media accounts.

The following statement may be used to support Elmira College's official institutional social media pages, and is available for use by any official representative on College-related social media sites:

Elmira College welcomes contributions from the community on its official social media pages. User-generated content on Elmira College social media pages does not necessarily reflect the views or opinions of Elmira College and such content is not screened or approved by Elmira College before it is posted.

Elmira College abides by social media platforms' terms of use and encourages all users to do the same. All users are expected to abide by any and all applicable laws and by Elmira College policies. Elmira College reserves the right – but assumes no obligation – to remove any content that is deemed inappropriate by the standards set by each third-party provider, as well as content that is unlawful, racist, sexist, abusive, profane, violent, obscene, or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, threatens or makes ad hominem attacks on Elmira College students, employees, guests, or other individuals. Elmira College also does not permit messages promoting commercial, political or other ventures or efforts. Visitors must respect the intellectual property rights of other individuals and organizations. Removal of any content by Elmira College can be without warning or notification. Content is not monitored or moderated on a continual basis, but may be removed for the reasons stated here at any time. Anyone wishing to report inappropriate content may email news@elmira.edu for review.

Elmira College appreciates the contributions of all members of its online community, and encourages open discussion and the exchange of ideas in a way that adds value to all users.

Social Media Best Practices

Below are best practices to help manage your Elmira College social media presence:

Be Authentic: accurately represent the department, team, club or organization. Don't be a sore loser, when a mistake is made, correct it and own up to it.

Be Clear: as a representative of EC, clearly state the group's relationship to the College. When mentioning or promoting other accounts on campus, always link back to their authorized account.

Be Inclusive: be mindful of not only who your followers are but your followers' followers and so on.

Be Prepared: for all accounts on campus, access should be shared by at least two people, one being a staff member, in case one team member is unreachable or no longer at the College. As social roles change hands, please be sure to update the Office of Communications and Marketing.

Be Professional: all Elmira College social media accounts should be handled professionally. These accounts cannot be treated the same way a private account would be. The staff or faculty member acting as the social administrator for each account is responsible for seeing that all content is appropriate prior to posting. Social media is a form of mass conversation, and regular conversational rules apply. Be respectful, transparent and responsible. Listen to others, provide value to the discussion, and don't be too self-promotional. Think first, post second.

Be Respectful: Social media connects a community and creates conversation, both good and bad. Learn to accept the good and bad, but not the ugly.

Be Smart: think before you post. Remember, what happens on social, stays on social. You can always delete a post but you can't erase what someone has seen and already shared. If you have any reservations, don't post, it's better to be safe than sorry.

Be Successful: identify your goals, wants and needs; have a strategy in place; know your audience; monitor your analytics; take advantage of the resources provided.

And most importantly, Be EC: remember that your account represents Elmira College; read through each of the social media and branding documents to be sure that the account aligns with College branding and the overall Strategic Plan; adopt the best practices and policies.

Social Media Dos and Don'ts
Below are tips to help manage your Elmira College social media presence:

<u>DO</u> assess the time and staffing resources you have available for social media.

<u>DO</u> allocate resources needed to meet your goals and objectives.

<u>DO</u> select social media platforms based on your goals, resources, and audience.

<u>DO</u> a soft launch and use that time to experiment and add content. Start posting updates and adding information well before announcing the site to the College community or outside community. Make sure that the social administrators are comfortable using the site.

<u>DO</u> remember that everything is public and permanent. Once an update is published, there's no taking it back. Even if you delete an update or comment immediately, the update is still out there. Before posting, consider whether the update could be taken out of context or misconstrued. If in doubt, don't post.

<u>DO</u> tag other appropriate accounts to aid in sharing and consistent messaging.

<u>DO</u> keep your professional and personal viewpoints separate. Remember, you're representing Elmira College. If you manage both individual and departmental accounts on a single platform, take every precaution to make sure you don't accidentally post an update to the wrong account.

<u>DO</u> be accurate. Always verify information with another source; citing and linking (tagging) it is even better. When in doubt, don't post the information.

<u>DO</u> update and monitor your site regularly for. DO use hashtags when appropriate. Hashtags allow users to easily find your comments. Coordinate with other EC social media users for consistent hashtag usage.

<u>DO</u> get to know your analytics and monitor them.

<u>DON'T</u> dilute your efforts. It is better to do one site well than several sites poorly.

<u>DON'T</u> overshare the same content. It doesn't take much effort to make your post look and sound different. Sharing the same image over can negatively impact your social media presence.

<u>DON'T</u> update so much that it because noise and annoys your followers.

<u>DON'T</u> make knee-jerk reactions to negative comments. If you see a negative comment on your site, don't immediately delete the comment unless it violates Elmira College's published posting guidelines. Take time to consider whether a response is necessary and to determine an appropriate response if needed; contact the Office of Communications and Marketing and/or your department head for guidance. Sometimes, contacting the individual offline or through a private channel (such as email or direct message) may be better. Recognize that the recipient of the message may post private-channel communication publicly.

EC Social Media Hashtags

General
- #ElmiraProud – general College pride
- #whyelmira - highlighting things that make Elmira unique/special or why students/alum love EC
- #ElmiraEverlasting – used for the College's Spring Day of Giving
- #SoaringtoSuccess – career/internship/grad school success stories for current students, alumni

Athletics
- #GoEC – general athletics spirit/support
- #SOAR – general athletics spirit/support
- #HailElmira – general athletics spirit/support (ties into the Alma Mater)
- #Fighton4EC - School spirit, reviving the Fight Song, with a nod to Laura Hurd (#4)

Admissions
- #ElmiraSaidYes – used in relation to acceptance for new students
- #Elmira20XX – Class Year specific posts, welcoming new Classes
- #GoldKeys – posts related to Gold Key tours, profiles.

Alumni
- #BeItEverSo – posts related to alumni (ties into Alma Mater)
- #SoaringtoSuccess – career/internship/grad school success stories for current students, alumni

Career Services
- #EaglesinElmira – posts related to community service
- #EaglesinAction – posts related to student internships

Center for Mark Twain Studies
- #AllThingsTwain
- #MarkTwain

Office of Continuing Education and Graduate Studies
- #NeverTooLate – posts related to going back to school, continuing education

Elmira College Social Media Account Request

Please review the Social Media Policy and Best Practices document prior to submitting this form. Submit one form per requested platform. There are two pages to the form.

Upon submission, the social media team will review your request and follow up with any questions. All requests will be reviewed within three to five business days.

Social Media Platform:
___Facebook
___Instagram
___Snapchat
___Twitter
___Other :

How will this account benefit your area (department, team, club or organization)? :

How will this account benefit Elmira College and the EC Community? :

Is there an existing EC account that could be used to get your message out to the community? :

Account Contact Information
The account contact information will be public. Personal phone numbers and email addresses are not permitted as account contact information.

Name of Account:

EC Area That Will Use The Account:

Account Contact Phone Number:

Proposed Account URL/Handle:

Account Contact Email:

EC Area Unit Number:

Social Administrator Information

Social administrators will be responsible for the use, content, and management of the account. Each account must have two administrators and one must be a staff or faculty member.

Social Administrator Information 1:   ___Student   ___Faculty   ___Staff/Administrator

Name:
Email:
Phone Number:

Social Administrator Information 2:   ___Student   ___Faculty   ___Staff/Administrator

Name:
Email:
Phone Number:

Social Administrator Information 3:   ___Student   ___Faculty   ___Staff/Administrator

Name:
Email:
Phone Number:

Social Administrator Signature

I agree that the purpose of the above listed social media account is to positively promote an Elmira College area and the events and news pertaining to it. As the appointed social media administrator for the above account, I will ensure all content is related to the College and does not contain any offensive, suggestive or accusatory material. I have read and agree to all of the information found on the Social Media Policy and Best Practices document.

_____   _____
Social Administrator Signature 1   Social Administrator Signature 2

_____
Social Administrator Signature 3

Official Status Requirements for Elmira College Social Media Accounts

For accounts to be considered an Official Elmira College Social Media Account, the following requirements must be adopted. Accounts may not use just "Elmira College" or "Elmira" for an account name. Users may assume the site speaks for the entire College or the City of Elmira. Note: the Office of Admissions is used for each of the examples below.

Each account must:
1. Have a minimum of two social administrators, one must be a staff member
2. Use official Elmira College area name
3. Be public and listed as a business
4. Use official Elmira College contact information (no personal email addresses or phone numbers)
5. Conform to College brand standards

Facebook
Note: Only Facebook Pages will be considered official, not groups or accounts
- Name: Elmira College Office of Admissions / Elmira College Admissions
- Link: /elmiracollegeadmissions (you can edit this if you haven't previously)
- Photo: Official Department Logo
- Bio: The official Elmira College Office of Admissions Facebook page. (insert a few descriptive sentences about your area - department, program, team, club or organization)
- Phone: (800) 935-6472 (if applicable)
- Email: admissions@elmira.edu
- Website: https://www.elmira.edu/admissions-aid/index.html (if applicable)
- Address: 1 Park Place, Elmira, NY 14901
- Hours: Weekdays 8:00 a.m. – 4:30 p.m. Saturdays: 8:00 a.m. – 1:00 p.m. Sundays: closed (as applicable)

Instagram
- Name: Elmira College Admissions
- Handle: elmiraadmissions
- Photo: Official Department Logo
- Bio: The official @elmiracollege (tag) Office of Admissions Instagram account. (area specific hashtags – if applicable)
- Phone: (800) 935-6472 (if applicable)
- Email: admissions@elmira.edu
- Website: https://www.elmira.edu/admissions-aid/index.html (if applicable)
- Address: 1 Park Place, Elmira, NY 14901

LinkedIn
Note: Existing LinkedIn accounts can be granted official status but are not being approved for creation
- Name: Elmira College Admissions
- Link: /elmiraadmissions (you can edit this if you haven't previously)
- Photo: Official Department Logo
- Bio: The official Elmira College Office of Admissions Facebook page. (insert a few descriptive sentences about your area - department, program, team, club or organization)

- Phone: (800) 935-6472 (if applicable)
- Email: admissions@elmira.edu
- Location: Elmira NY

Snapchat
- Handle: elmiraadmissions

Twitter
- Name: Elmira College Admissions
- Handle: elmiraadmissions
- Photo: Official Department Logo
- Bio: The official Elmira College Office of Admissions Twitter account. (insert a few descriptive sentences about your area - department, program, team, club or organization)
- Website: https://www.elmira.edu/admissions-aid/index.html (if applicable)
- Location: Elmira NY

ELMIRA COLLEGE
OFFICE OF COMMUNICATIONS AND MARKETING

Social Media Takeover - Terms of Use

Date of Takeover: _____   **Hours of Takeover:** _____

Congratulations! You've been selected to represent Elmira College students through a social media takeover on one of our accounts (Twitter, Facebook, Instagram, or Snapchat). Before handing over the reins for a few hours, the Office of Communications and Marketing requires that you agree to the following terms of use:

- DO take pictures, short videos, use filters and post captions of whatever you want, but please keep them positive and ensure they are a good representation of Elmira College.
- DO start your takeover with an intro message or video from you. Tell the audience your name, major, and what you will be sharing during the takeover (tour of campus, what it's like to be a Gold Key, etc.) Remember not everyone seeing the takeover will be familiar with EC – be sure to explain things that may be obvious.
- DO close out your takeover with a concluding or sign-off message.
- DO wear Elmira College branded clothing or the school colors when hosting a takeover.
- DO use branded hashtags: #ElmiraProud, #SoaringEagles
- DO NOT post anything that is illegal or would violate the Student Handbook.
- DO NOT post anything you wouldn't want your professors or parents to see.
- DO NOT post any hate speech, bullying, nudity or provocative content.
- DO NOT post anything during a campus emergency or crisis situation.
- DO NOT respond to inbox messages or direct messages.
- **DO have fun!** Share your unique perspective and genuine student voice.

If you agree to these terms, please sign below:

Student Name Printed: _____

Student Signature: _____

Date: _____   **Cell Number:** _____