Sacred Heart University's Social Media Sharing Guidelines

Use of Social Media at Sacred Heart University

At Sacred Heart University, we recognize that social media platforms like Blogger, Facebook, Google+, Twitter, Instagram, Snapchat and Flickr are very important and influential communication channels.

To assist in posting content and managing our social media sites, the Marketing and Communications department has developed some policies and guidelines.

Submit a new social media request form to the Marketing and Communications department before creating any University account/page.

A request for social media approval must be sent to socialmedia@sacredheart.edu before any University page is approved (specifically Twitter, Facebook & Instagram). Please do this **before** you start using and updating a **new** page. Once your request is approved, you must connect your pages to the official SHU pages, along with replying to your approval email with the links/urls to your pages. Remember, by connecting with the official SHU pages, we can keep the SHU social media community connected.

*A **Social Media Request form** can be found online.*

Current pages will be reviewed for content.

Current social media pages will be reviewed and monitored by the Marketing and Communications department.

Permission is not needed for classroom blogs.

Blogging has become a great resource for professors to use for their classes, and any social media venue used specifically for a class does not need to be approved by the Marketing and Communications department.

General Social Media Guidelines

- Before you start participating in any form of social media on behalf of SHU, you should receive or be given permission from your direct supervisor.

- Always remember, you are acting as a representative of SHU when using any social media channel.

- Confidential or proprietary University information should not be shared publicly on social media.

- Be mindful that content is subject to review by the Marketing and Communication department and should always be in accordance with SHU's employee policies and the University's mission.

- SHU encourages faculty, staff and students to use social media but reminds you that you could possibly be perceived as a spokesperson or representative of the University.

- Always protect confidential information (obey FERPA, HIPAA and NCAA regulations).

- It is extremely important to always respect copyright and fair use rules and regulations.

- Remember your audience can include prospective students, current students, parents, colleagues, peers, alumni, employers and more!

- Develop a plan to hand over pages or sites when an administrator graduates or leaves the University. The Marketing and Communications department is available to assist you through any transition.

- Generally, when administrating a platform within social media, you should not remove posts by users. Social media is a chance for users to express opinions, messages and share information. Removing posts can result in a loss of users and, sometimes, retaliation. Be proactive, and think intelligently about how to make the best of all user comments.

- Of course, there are instances where it may be appropriate to remove a post, such as those that contain extremely profane language, racial slurs, threats, etc.

- The Marketing and Communications department maintains the right to request account access or request account removal for any administrator who violates these guidelines.

In addition to the statements above always:

1. Be responsible for what you write and always be accurate.

Make sure that you have all the facts before you post. Verify information with a source first so you don't have to post a correction or retraction after the fact. Always cite and link to your source(s) when possible and/or needed.

2. Consider your audience

When you're on Facebook, Twitter, etc., remember that your readers can be current students, faculty and staff, as well as potential students and alumni.

Social media spans over the traditional boundaries between professional and personal relationships. At SHU, we recommend that you create a separate SHU account for participation on all SHU social media sites.

Always be aware of your social media account's privacy settings to avoid sharing personal information.

Remember to carefully choose your profile photo and/or avatars.

3. Exercise good judgment

Always refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc.

Refrain from reporting, speculating, discussing or giving any opinions on University topics that could be considered sensitive or disparaging. As a rule, avoid speculating on internal policies or operations.

4. Maintain confidentiality.

Never post any confidential information about SHU, its students, its alumni or fellow employees. Always use ethical judgment and follow University policies and federal requirements, such as FERPA, HIPPA and the Health Insurance Security/Privacy.

5. Think before you post.

Social media is never private. Remember that search engines can turn up posts years later.

6. Ask for permission to use the University's logo.

If you would like to use the University's shield, logo or seal for your social media site, you must request permission first by email to socialmedia@sacredheart.edu.

Social Media Tools

There are a number of tools to help you succeed in social media; some are free. Tools that are recommended by SHU:
- TweetDeck
- HootSuite
- Social Mention
- The Archivist
- Evernote

- Google Analytics
- www.bitly.com

<u>Final Thoughts</u>

Remember that you are your social media platform's best asset. There are plenty of tools out there to help you post, but the more effort you put into maintaining your page or handle, the better results you will get.

If you have any questions about posting content on a social page, using your account or best practices, please contact Sean Kaschak (socialmedia@sacredheart.edu) or Deb Noack (noackd@sacredheart.edu).

Because of the ever-evolving nature of social media, these policies and guidelines are subject to revision by the Marketing and Communications department.