

Jacksonville State University
Manual of Policies and Procedures

POLICY NUMBER: V:03

DATE: April 2013

REVIEW/REVISION DATE: March 2013

SUBJECT: Social Media Policy and Guidelines

APPROVED: William A. Meehan, President

PURPOSE

At Jacksonville State University, we embrace social media channels and value the role they play in communicating information quickly and effectively. We encourage our students, faculty, staff and administrators to use social media to promote campus-wide collaboration, share thought-provoking content and build community. To assist those managing social media sites for JSU and to inform our campus community of the appropriate official and personal use of social media as representatives of JSU, the university has adopted this social media policy and the following guidelines. Anyone maintaining or posting to social media sites on behalf of JSU must remember that in so doing he or she could be endangering confidential and proprietary information, as well as compromising the University's compliance with rules, regulations and laws. The rules and guidelines that we have put in place apply to university faculty and staff, and can be used in connection with social media accounts associated with schools, colleges, departments, programs and offices.

POLICY

The purpose of using these communication channels on behalf of JSU is to support the school's mission, goals, and programs, including university news, information, content and directives.

- Before starting a social media site involving JSU, you **must** receive permission from a supervisor or director of the college/department/unit. You are then required to notify the Director of Public Relations at JSU.
- All JSU social media sites or pages must have more than one owner/administrator, both of whom are current university employees. No university social media site, once begun, should be abandoned or allowed to go stale.
- As curator of a JSU social media page, site or account, you should always adhere to University brand guidelines in the use of official logos and graphics. The Director of Marketing Services can provide you with guidelines with graphics and design for your social media site.

- When maintaining or posting to an official JSU social media page or site, you should be aware that you are always representing JSU and could be perceived as a spokesperson for the University. Be transparent. It should be obvious that you work at JSU if you are posting as part of your job.
- As a representative of JSU, you should always conduct yourself appropriately in online communities, being thoughtful and respectful to others. Should you find yourself disagreeing with others in a conversation thread, exercise restraint and choose your words carefully to avoid fueling hostility.
- While healthy dialogue is encouraged in online forums and constructive criticism is valuable, representatives of JSU should avoid topics and discussion that could denigrate individuals and institutions.
- JSU's internal operations and policies are not appropriate topics for online discussion. Likewise, confidential or proprietary information shared with you in connection with your position at JSU, whether the University or a third party provided it, should not be disclosed on social media.
- University news should never be distributed directly through your personal social media account. All university communication should originate on JSU's official website or social media channels, and should be shared via links back to the original source.
- The distribution of copyrighted online material such as photos, news articles, videos, etc. is strictly forbidden on JSU social media channels, unless the original copyright holder has granted written permission. When applicable, original sources should be credited. Redistribution of materials in the form of a shared link to the original source is acceptable. Any content shared via Creative Commons licensing should adhere to CC attribution guidelines.
- Accuracy is critical. Before you post, check facts carefully.
- Take responsibility for the amount and quality of the content on your social media site. Your posts should engage, inform and interest your followers. As the voice of JSU, you should be authentic, approachable, available, and a proponent of two-way dialogue.

Following are some social media platforms on which we have an official university presence.

There are also a number of departments and organizations that have their own social media pages, which can be accessed from within each platform.

- Facebook, <http://www.facebook.com/JacksonvilleStateUniversity>
- Twitter, <http://www.twitter.com/JSUNews>
- Flickr, <http://www.flickr.com/photos/jacksonvillestateuniversity/>
- YouTube, <http://www.youtube.com/JacksonvilleStateU>
- Linked In, <http://www.linkedin.com/company/jacksonville-state-university>
- iTunesU, <http://itunes.apple.com/us/institution/jacksonville-state-university/id409399761>
- Pinterest, <http://pinterest.com/jaxstateu/>

If you have any doubt about posting content on these social media sites, please contact the Director of Public Relations. Due to the evolving nature of social media, the policies and guidelines may be subject to change by the Public Relations team. We also welcome feedback from the campus community.

RESPONSIBILITY

The policy is the responsibility of the Vice President for University Advancement.

EVALUATION

This policy will be reviewed by the Director of Public Relations annually.