



## **King's College Social Media Policy**

Social media is a growing part of communications at King's College. Members of the King's Community use social media to build online awareness of the College's events, activities, and accomplishments. These platforms are used to build a sense of community among and communicate with King's key audiences – from prospective students and parents to alumni and benefactors.

Academic departments and student clubs are encouraged to create and maintain an online presence using social networking websites. King's College is active on Facebook, Twitter, YouTube, Pinterest, Flickr, and LinkedIn. For an updated record of all King's social media websites, click "[Connect With Us](#)"

King's College social media policies provide individuals and organizations, including but not limited to academic departments, administrative offices, and student clubs and organizations, with information about rules, laws and guidelines for the use of social media platforms.

Adherence to these policies is intended to avoid copyright claims and other liabilities that might arise from the posting of inappropriate or unauthorized content, including pictures and video in which a third party claims a copyright or other intellectual property right.

Do not post any information on social media platforms that may be considered contrary to King's mission as a Catholic College, in the Holy Cross tradition. Remember, our mission is to provide students with a broad-based liberal arts education that offers students intellectual, moral, and spiritual preparation that enables them to lead meaningful and satisfying lives.

The following guidelines apply to faculty, staff (including student employees), and student organizations who engage in online conversations for work-related purposes or who are asked by supervisors to use or participate in social media as part of their job responsibilities.

## **I. Things to Consider When Beginning to Use Social Media**

If you decide to create a social media website for your academic program, student club or other college-related purpose, you are responsible to adhere to college [graphic standards](#) and maintain an active account. Inactive or “dead pages” negatively reflect the College’s online presence.

### **A. General Guidelines**

Faculty, staff and students are encouraged to share news, events or promote work through social media tools and engage in conversations with the community you build. Social media is an excellent, low-cost way to share information that is available to the public. The best way to do it is to link to the original source.

When sharing information that is not a matter of public record, please follow the below guidelines. Failure to do so could risk future participation representing King’s College using social media sites.

### **B. Maintain Confidentiality**

Do not post confidential or proprietary information about King’s College, its students, alumni, or your fellow employees. Use good ethical judgment and follow College policies and federal requirements, such as the Health Insurance Portability and Accountability Act, [HIPAA](#), and the Family Educational Rights and Privacy Act, [FERPA](#).

### **C. Do No Harm**

Think, before posting. There is no such thing as a “private” social media site. Search engines can turn up posts and pictures years after publication. Do not post information that may harm the College, colleagues, or classmates. Avoid posting while feeling emotional about a subject – wait until you are calm and clear-headed.

Admit mistakes. Be upfront and be quick with your correction. If posting to a blog, modify earlier posts when necessary and clearly indicate the change.

Keep in mind that your parents, siblings, roommates, internship site supervisors and future employers will read your blog or social media posts, as well as prospective students, their parents, alumni, professors and college administrators.

## **D. When You Engage**

Emerging platforms for online collaboration are offering new ways to engage with students, colleagues, and the world at large. While it is enticing to share personal opinions about controversial topics or news events, any conversations should be related to the work you are doing at King's, especially your area of expertise.

## **E. When You Post**

Remember, King's staff, faculty and students are personally responsible for the content published on blogs, wikis, or any other form of user-generated content. Individuals are subject to disciplinary measures stated in the College's [Employee](#) and [Faculty](#) handbooks and [Student Conduct Code](#).

## **II. Guidelines when Posting on Behalf of King's College**

1) Assign an administrator who can regularly monitor postings and content. Limit postings to once or twice per week so as to not overload followers with information.

The College will enforce a "three-strike" policy in terms of social media maintenance. A social media website will receive one-strike for every week without a post. After three strikes, the College will no longer promote your page on the "[Connect With Us](#)" social media hub and will take action to have your page removed from social media platforms. Providing fresh content is essential to maintaining a social media website.

2) Provide unique, individual perspectives on what's going on at King's, whether it is a club, department or in your classroom. Please post meaningful and respectful comments on your expertise – in other words, no spam, self-promotion to personal accounts, or remarks that are off-topic or offensive.

3) Reply to comments in a timely manner, when a response is appropriate. When disagreeing with others' opinions, keep it appropriate and polite.

4) Be transparent. Your honesty-or dishonesty-will be quickly noticed in the social media environment. If you are blogging about a position at King's, use your real name, state your position, and be clear about your role. Disclose any vested interest in points of discussion.

5) Posts should contain only factual information.

6) Be judicious. All statements must be true and not misleading and all claims must be substantiated and approved.

7) Please never comment on anything related to legal matters, litigation, or any parties that are in litigation without the appropriate approval.

8) Use a disclaimer for any non-King's College social media sites to which you may contribute.

Sample: "The postings on this site are my own and don't necessarily represent King's College's positions, strategies, mission, or opinions."

9) Follow the College's [graphic standards](#). Use simple graphics that represent the College and respect brand, trademark, copyright, fair use, and confidentiality. Direct any questions about graphic standards to Dr. Michelle Schmude, Director, Office of College Marketing and Advertising, at [michelleschmude@kings.edu](mailto:michelleschmude@kings.edu).