Office of Marketing and Communications Social Media Policy

Designated members of the King's College community use social media networks to build online awareness of the College's mission, brand, activities, and accomplishments among key audiences, from prospective students and parents to alumni and benefactors. No matter the size or following, every account affiliated with King's College plays a critical role in communicating the institution's values and reputation for academic excellence.

The following policy applies to all employee and student run social media accounts that are affiliated with King's College. Adherence to these policies is intended to promote a strong digital presence and avoid liabilities, damages, and claims that may arise from posting inappropriate or unauthorized content.

I.   **Personal Social Media Accounts**
   A.   Commitment to Free Expression. King's College supports the rights of our community members to exercise their freedom of speech and be active participants in conversations that take place in appropriate public forums.

   B.   Personal Responsibility. The College is not responsible for, and has no control over, the content of any student, employee, or community member's personal social media accounts. Further, the College is not responsible for social media content generated by third-party users that mention the institution. The College encourages students and employees to be judicious in how they present themselves online, where families, current and future classmates and colleagues, professors, alumni, administrators, internship supervisors and future employers can read what is published publicly. The College encourages our community to not harass, intimidate, threaten, or bully others on social media and to be calm, thoughtful, and respectful when posting about emotional subjects. Comments from personal accounts on College Affiliated Accounts do not imply the endorsement of, or agreement by, King's College.

   C.   Professional Separation. If students or employees identify their affiliation with King's College on their personal account, they should make clear that all views are their own and do not represent the College. Employees and students are not permitted to use the King's College logo on personal accounts (e.g., profile image).

   D.   Sharing Affiliated Content. Employees and students are highly encouraged to reshare content posted by College Affiliated Accounts on their personal accounts. If an employee or student is responsible for creating King's College related content for social media, it is best practice for that content to be shared from a College Affiliated Account before it is shared on personal accounts. For example, if an academic department is hosting a lecture and has a poster created, the professor arranging the event should let the institution share the news first before posting on their personal account.

II.   **Approval and Creation of King's College Affiliated Accounts**
   A.   Purview. All social media accounts that represent the College, by use of its name or any derivative of the name or property, fall under the ownership of King's College and the purview of the Office of College Marketing and Communications (OCMC). These affiliated accounts include those used for the entire College, academic and athletic departments, administrative offices, and student organizations to communicate with the public.

   B.   Brand Standards. As such, all accounts must adhere to King's College brand standards and account guidelines.

   C.   Eligibility. King's College staff, faculty, and current students are permitted to create and manage College Affiliated Accounts for the entities named in Section II-A for College-related purposes. Acceptable and

appropriate social media platforms for College Affiliated Accounts currently include Facebook, Instagram, Twitter, and Snapchat. Other social media platforms can be considered on a case-by-case basis. Accounts must be approved and documented with the OCMC. Those interested in creating an account must email **socialmedia@kings.edu** with their request. To be approved, an account must have, at minimum, a:

    a. full- or part-time employee designated as the primary administrator, ideally department or program leaders, who oversees the account's appropriate setup and management and bears overall responsibility of the account and/or other administrators;
    b. secondary administrator, either an employee or current student, who is responsible for content if not handled directly by the primary administrator;
    c. compelling reason for the account, including engagement goals, content generation, and maintenance planning; and
    d. brand compliant account handle/name, profile image, and bios and/or links

D. **Credentials.** All accounts must be created with a King's College (kings.edu) email address and consist of a professional and secure password that is documented with the OCMC who shall have administrative access.

III. **Content Guidelines for All King's College Affiliated Accounts**

A. **College Representation.** Do not post any information on College Affiliated Accounts that may be considered contrary to Catholic identity and the King's mission. 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.

B. **Official Comment.** Only accounts managed directly by the OCMC are authorized to speak on behalf of the entire College unless approved in very select situations by the College's Executive Director of Marketing and Communications. Administrators of College Affiliated Accounts must promptly refer any third-party requests for public or official comment to the OCMC. No College Affiliated Account—other than those managed directly by the OCMC—may distribute content or official comment related to a crisis. This will reduce misinformation and content taken out of context. Affiliated accounts may, at their discretion, choose to reshare content that has already been released by the OCMC.

C. **Area of Expertise.** Social media accounts should provide unique perspectives on what is going on at King's College regarding the area of expertise of an academic program, athletic division, organization, or student club. While it is enticing to share personal opinions about controversial topics or news events, any conversations on College Affiliated Accounts should be related to work the organization is doing at the institution through the voice of that organization.

A. **Do No Harm.** Do not post any information that may harm the College, colleagues, or classmates. Employees and students who manage College Affiliated Accounts are personally responsible for the content published on social media and are subject to disciplinary measures stated in the Employee Handbook and Student Handbook respectively.

B. **Accurate and Appropriate.** Content for all accounts should be centered on news, events, initiatives, and organizational accomplishments that positively promote King's College to the public. All statements must be true and not misleading, all claims must be substantiated, and in alignment with existing student and employee conduct policies. Do not post spam, self-promotion to personal accounts, or remarks that are off-topic or offensive.

D. Permissions. Content, both written and graphic, should be original and follow copyright, fair use, and intellectual property rights as well as applicable usage rules, such as citing sources, attributing credit, and linking to credible, external sources. Do not post about individuals without their permission.

E. Confidentiality. Do not post confidential or proprietary information about King's College, its students, staff, or alumni. Use good ethical judgment and follow College policies and federal requirements, including:

   a. Family Educational Rights and Privacy Act (FERPA)
   b. Health Insurance Portability and Accountability Act (HIPAA)
   c. NCAA Regulations
   d. Title IX Law
   e. Terms of Use for each social media platform

F. Paid Posts. Under no circumstances should any College Affiliated Account pay to boost or promote posts without the approval of the OCMC.

G. Promotion and Peer-to-Peer Fundraising. College Affiliated Accounts will not promote internal or external fundraising campaigns without review and approval of the OCMC and the Office of Institutional Advancement.

IV. Engagement Guidelines for King's College Affiliated Accounts

A. Admin Comments. If a public user comment warrants a reply from the College Affiliated Account (performed by an account administrator), do so in a timely and polite manner. When disagreeing with others' opinions, keep it appropriate and polite. Consider how your comments, as a representative of the account, will reflect your organization, department, or the College.

B. User Comments. Hide or remove offensive comments but do not censor comments with which you personally disagree. King's College does not discriminate based on viewpoints but reserves the right to directly—or indirectly through Primary Administrators—remove or hide offensive comments or messages and restrict access to users who violate these guidelines. The OCMC may filter, hide, or remove comments that contain:

   a. Confidential, personally identifying, or private information (as defined by state law)
   b. Hate speech, harassment, or false information
   c. Threats of violence or threats to public safety*
   d. Profanity, nudity, or obscenity
   e. Non-affiliated advertisements, promotions, spam, or solicitations
   f. Copyrighted materials
   g. Malicious or harmful software or malware
   h. Disruptive content that is repetitive or interferes with our educational mission

   *Users—whether personal individuals through their own social media accounts or employee or student administrators of College Affiliated Accounts—who make threats of violence or threats to public safety will be reported to King's College Campus Security and the Wilkes-Barre Police Department, the Dean of Students Office, King's College Human Resources, and/or other local or state authorities for investigation.

C. Direct Messages. As with user comments, hide or remove offensive messages following the above criteria. Consider how your messages, as a representative of the account, will reflect your organization, department, or the College.

D. Blocked Accounts. Account administrators can block users if they've repeatedly violated the above comment and direct messaging content parameters. Administrators are encouraged to contact the OCMC if they are experiencing continued issues with users.

E. Corrections. Quickly correct any mistakes should they happen and be transparent about substantial errors.

V. Maintaining Active College Affiliated Accounts and Ownership

A. Intervention. Departments and organizations are exclusively responsible for daily account management. However, in extreme cases of inappropriate content that violates College policy or brand standards, the OCMC reserves the right to modify or remove the post. Any content removed for these reasons will be screenshotted and retained by the OCMC.

B. Evaluation. If a post is, or several posts are, deemed inappropriate by the OCMC, the account and administrators in question will be re-evaluated by the OCMC. Employees or students may be temporarily or permanently removed from managing one or all accounts and could face disciplinary measures stated in the Employee Handbook and Student Handbook respectively. Additionally, the OCMC may determine an account should be deactivated for consistently violating the Social Media Policy.

C. Contesting Restriction. To contest the restriction of access to a social media platform, the user must submit to the OCMC at **socialmedia@kings.edu** a written statement describing grounds for reinstatement. Requests will be responded to on a timely basis, and access will be restored if it is determined that reinstatement is sufficient.

D. Followers/Following Lists. College Affiliated Account administrators should be judicious about what other accounts are followed as these lists are public. Use discretion when following personal, political, and opinion-based accounts.

E. Stagnant Accounts. College Affiliated Accounts with little to no activity negatively reflect the College's online presence. All accounts are suggested to maintain a minimum of monthly activity during the academic year. Any social media account that is consistently inactive will no longer be promoted by the College and action will be taken to have the account unpublished, disabled, or deactivated.

F. Account Audit. Existing accounts will be audited every year by the OCMC to ensure brand compliance, consistent content, and overall management. Only officially approved accounts in good standing will be featured on the King's College Social Media Directory.

G. Credential Turnover. When Primary and/or Secondary Administrators have left the College—particularly students who have graduated—or no longer require access, account administration credentials must be reassigned, and all updates reported to the OCMC.

VI. Additional Considerations for Employees

A. Employees are permitted to create and maintain College Affiliated Accounts for their academic department, athletic program, or student organization following the King's College Social Media Policy, Employee Handbook, and federal and state laws. Employees designated as administrators are personally responsible for the content published and are subject to disciplinary measures stated in the Employee Handbook.

B. Employees who professionally represent themselves on social media as an agent of King's College (e.g., @kcprofjanesmith) must maintain separate accounts for industry/job related content and personal content. Professional accounts must follow general guidelines for College Affiliated Accounts, including alignment with

brand standards and employee conduct policies. Please see Section I for the policy on personal accounts.

C.   Employees should report any posts or comments that violate these guidelines directly to the social media platforms and to the OCMC by emailing **socialmedia@kings.edu.**

VII.   Additional Considerations for Students

A.   Student clubs and organization are permitted to create and maintain student-run social media accounts following the King's College Social Media Policy, Student Handbook, and federal and state laws.

B.   Student administrators should work with Primary Administrators to plan and program content. Live posting directly to accounts should be done with discretion and direct oversight of the Primary Administrator. Any video content like live streaming, account takeovers, or temporary story content should be pre-recorded and reviewed by the Primary Administrator before posting.

C.   Students should report any posts or comments that violate these guidelines directly to the social media platforms and to the OCMC by emailing **socialmedia@kings.edu**.