



SAINT AUGUSTINE'S UNIVERSITY

Transform. Excel. Lead.

Social Media Policy and Guidelines

Introduction

Saint Augustine's University will maintain an official presence on Facebook to support the University in accomplishing its mission and achieving its goals and objectives. These guidelines are intended to guide and enable faculty, staff, students and alumni who create and administer social networking pages on behalf of Saint Augustine's University. They do not pertain to, nor do they constrain, scholarly, academic or pedagogical use of social media.

The goal of social networking sites is to foster a virtual Saint Augustine's University community for various audiences. Although these sites are outside the direct control of the University, the University maintains an interest in how it is portrayed by them. Saint Augustine's University's official Web site remains the central communications vehicle for many of its audiences and should not be neglected in favor of social networking. Rather, social networking should be used to enhance communications with the University's target audiences.

In the spirit of maintaining a positive environment to our site visitors, we reserve the right to remove any comments or wall postings from official University-sponsored pages that are inappropriate, inflammatory or damaging to Saint Augustine's University or any individual.

Many of the guidelines pertain specifically to Facebook, currently the most widely used social networking tool, and one guideline in particular addresses the use of Twitter. Ideally, these guidelines will be reviewed and updated annually.

Purposes of University social networking sites:

For the University as a whole

- To push news, keep Saint Augustine's University top of mind, stay connected
- To support and enable recruiting, retention, and alumni relations
- To develop virtual Saint Augustine's University communities
- To foster interactivity
- To share information

For academic departments

- To maintain connection to alumni and help foster connections among alumni
- To assist with assessment
- To find opportunities (internships, job leads) for current students

For admissions

- To create community among admitted students
- To assist in yielding students who enroll

For student groups

- To communicate with members (events, communications, pictures)
- To recruit members

For alumni affinity groups such as reunion classes

- To share information, foster attendance, reconnect

For athletics

- To communicate with Falcon Fans
- Encourage School Spirit
- Support recruitment of student athletes

Violation of campus policy

There is one area of official policy regarding social networking sites, and that is to exercise freedom of speech with responsibility. If activity on a social networking site is reported as violating campus policy as outlined in the student handbook section, it will be investigated and handled according to the University disciplinary process. Faculty and Staff are guided in their roles as members and representatives of the campus community by the Faculty and Staff Handbook.

Basic privacy guidelines

The options for communicating and interacting online are continuously advancing and changing at a fast pace. The use of electronic communications by students, faculty and staff, as a rule, is not closely monitored by the University; however, it is within each individual community member's best interest to be aware of issues related to privacy online. Online communities like Facebook and Twitter can help Saint Augustine's University connect with its constituencies in many positive ways. At the same time, there are some cautionary lessons that have emerged from participating in online communities. Administrators for official St. Aug social network sites should be aware of the following:

- *You are posting content onto the World Wide Web and you cannot ensure who does and does not have access to your information.*
- *Information you post online may continue to stay on the World Wide Web even after you erase or delete that information from pages.*

- *Before participating in any online community, understand that anything posted online is available to anyone in the world. Any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site.*
- *By agreeing to the terms of use, online communities have your permission to republish your content worldwide and share information with advertisers, third parties, and law enforcement, among others.*
- *Don't post information, photos, or other items online that could reflect negatively on you, your family, or St. Aug.*
- *Be aware that information posted online may be perceived differently depending on the viewer despite intended effect or outcome.*
- *Be discreet, respectful, gracious and as accurate/factual as you can be in any comments or content you post online. Take particular care of spelling, punctuation and grammar--- it DOES reflect on you professionally, as well as on the University.*
- *Incidents reported to University officials that may violate campus policy will be investigated and handled according to the campus judicial process.*

Usage by student and alumni organizations and campus offices

Saint Augustine's University recognizes that student organizations, alumni organizations and campus offices may use various online media to communicate, promote and inform others about their programs, services and activities. The guidelines above, along with information about open and closed groups apply to all Saint Augustine's University affiliated online information. Groups choosing to use online services need to be aware that they are using the University's name and that this can impact the image and reputation of specific individuals, the group, and the University.

Photo guidelines

Photos posted on social networking should be done so with the utmost care. Nothing posted online is private, and photos should be regarded as such. The following guidelines should be used when posting photos:

- Photos of children should not be posted without expressed consent from the parents. Even then such photos should be avoided.
- Care should be taken not to post photos of individuals who would object. This may involve obtaining the appropriate permissions.
- Photos posted on social networking sites must be appropriate. As a guideline, they should be photos that could be posted on the University's official Web site. Examples of photos that should be avoided include but are not limited to: photos involving alcohol, nudity, medical and hospital patients, and graphic scenes.
- Appropriate photo credits should be given. Social networking sites still represent Saint Augustine's University, and any agreed-to credits must be maintained.

Titles

For titles of Facebook pages, we recommend using "Saint Augustine's University" for the first three words, as appropriate, for consistency and best results in searches, for example:

- Saint Augustine's University *XXXX Department*
- Saint Augustine's University *Class of XXXX*
- Saint Augustine's University *Student Government Association*
- Saint Augustine's University *Men's Basketball*

Administration

Employees must consult the Office of Marketing and Communications in advance of their intention to use their St. Aug e-mail account on social networking sites or pages on which they are representing the University in an official capacity (non-instructional).

Departmental social networking pages will have a minimum of two administrators (*site managers*) assigned. If an administrator leaves the University, they will be removed as a page administrator and another person assigned in their place.

Administrators for University social networking pages agree to check their pages a minimum of twice a day during the normal workweek. It is recommended that pages be checked three times a day, every day. Outdated or stale sites can reflect poorly on the group and on the University as a whole.

In addition, subscribers to Facebook fan pages and similar social networking sites are interested in receiving periodic updates - that's what gives your site value to them. While there are no hard and fast rules regarding how often content should be added or updated on such sites, administrators should be aware that the success of any site depends on an ongoing commitment to making updates and engaging with the user community. **The Office of Marketing and Communications will maintain a master list of the login information for all ancillary facebook pages from the University.**

Prohibited Content

The following types of content are prohibited from Saint Augustine's University's social networking sites:

- *Derogatory language or demeaning statements about or threats to any third party.*
- *Inappropriate or incriminating images depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior; or inappropriate language.*
- *Content that violates state or federal law.*
- *Partisan political activity.*
- *Online gambling.*
- *Information/images that are obscene or untrue.*
- *Content that harasses third parties.*
- *Selling goods or services for personal financial profit.*

- *Personal social relationships unrelated to Saint Augustine’s University business.*
- *Material protected by copyright will not be used on Saint Augustine’s University social networking pages.*

Employees are responsible for the content of social networking sites. Outside parties can take legal action against faculty/staff for postings. Saint Augustine’s University will not indemnify faculty/staff for anything they write on social networking sites under a University e-mail account or a private one. Administrators for St. Aug Facebook fan pages and other social networking media are responsible for removing comments posted to their fan pages that are prohibited.

Disclaimers

Official Saint Augustine’s University social networking pages must include the following disclaimers:

Site administrator content

The comments and postings on this site are those of the site administrators and don’t necessarily reflect Saint Augustine’s University opinions, strategies or policies.

User-generated Content and Disclaimer

Saint Augustine’s University accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages or any other materials or content generated by users and publicly posted on this page.

Inappropriate Content

Anyone who believes that this page includes inappropriate content should report it to the Associate Vice President of Marketing and Communications at St. Aug, swhinton@st-aug.edu.

Disclaimer for content on linked sites

Saint Augustine’s University accepts no liability or responsibility whatsoever for the contents of any target site linked from this page.

Terms of Use

By posting content on this page, you represent, warrant and agree that no content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory or discriminatory or otherwise unlawful material.

Saint Augustine’s University reserves the right to alter, delete or remove (without notice) the content at its absolute discretion for any reason whatsoever.

Copyright

The content on this page is subject to copyright laws. Unless you own the rights in the content, you may not reproduce, adapt or communicate without the written permission

of the copyright owner nor use the content for commercial purposes. One Website that provides content (including music and images) that may be used in this way is www.creativecommons.org.

Confidential and Proprietary Information

If you have any question on what has been released to the public, speak with the Office of Marketing and Communications. Do so before releasing information that could potentially harm the University, our students, alumni, faculty and/or staff.

Groups vs. pages (Facebook only)

Pages, rather than groups, are the preferred method of creating a Facebook presence. Pages have more flexibility, are easier to brand, and allow a greater number of features, including showing up on Facebook homepage news feeds. Pages were specifically designed for organizations, and should be used as such to represent Saint Augustine's University.

Open and closed groups

Saint Augustine's University expects that students, faculty and staff understand the difference between closed and open groups in social networking sites as they post information online. Closed groups often require passwords or approval from the "owner" or "manager" of the group to receive or post information. Open groups often require membership with the social networking site, but do not require membership or passwords to review information posted. In establishing a group in the virtual world please be mindful of how the information posted affects individual members of the University community as well as the University reputation as a whole.

Twitter guidelines

Twitter should include a bio, daily or nearly so updates, active links and an appropriate image. Tweets should point back to other content.

For more guidance or feedback on creating and maintaining social networking sites, please contact the Associate Vice President of Marketing and Communications who will guide you to the appropriate resource depending on your needs.

Saint Augustine's University takes no position on your decision to start or maintain a blog or participate in other social networking activities. However, it is the right and duty of St. Aug to protect itself from unauthorized disclosure of information. St. Aug's social networking policy includes rules and guidelines for company-authorized social networking and personal social networking and applies to all executive officers, board members, management and staff.

General Provisions

Blogging or other forms of social media or technology include but are not limited to video or wiki postings, sites such as Facebook and Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with Saint Augustine's University.

Employer Monitoring

Faculty and staff are cautioned that they should have no expectation of privacy while using the Internet. Your postings can be reviewed by anyone, including St. Aug. Faculty and staff are cautioned that they should have no expectation of privacy while using company equipment or facilities for any purpose, including authorized blogging.

Saint Augustine's University reserves the right to use content management tools to monitor, review or block content on company blogs that violate University blogging rules and guidelines.

Reporting Violations

Saint Augustine's University requests and strongly urges faculty/staff to report any violations or possible or perceived violations to supervisors, managers or the HR department. Violations include discussions of Saint Augustine's University, faculty, staff, students and any discussion of proprietary information and any unlawful activity related to blogging or social networking.

Discipline for Violations

Saint Augustine's University investigates and responds to *all* reports of violations of the social networking policy and other related policies. Violation of St. Aug's social networking policy will result in disciplinary action up to and including immediate termination. Discipline or termination will be determined based on the nature and factors of any blog or social networking post. Saint Augustine's University reserves the right to take legal action where necessary against faculty/staff who engage in prohibited or unlawful conduct.

Acknowledgment

Faculty and staff are required to sign a written acknowledgement that they have received, read, understood and agreed to comply with St. Aug's social networking policy and any other related policy.

Rules and Guidelines

The following rules and guidelines apply to social networking and blogging when authorized by the St. Aug and done on company time. The rules and guidelines apply to all employer-related blogs and social networking entries, including employer subsidiaries or affiliates.

Only authorized faculty/staff can prepare and modify content for St. Aug's blog located on www.st-aug.edu and/or the social networking entries located on Facebook, Twitter, YouTube, LinkedIn or other social networking sites identified by the University. Content must be relevant, add value and meet at least one of the specified goals or purposes developed by St. Aug. If

uncertain about any information, material or conversation, discuss the content with your manager.

All faculty/staff must identify themselves as faculty/staff of Saint Augustine's University when posting comments or responses on the employer's blog or on the social networking site.

Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on St. Aug's blog.

Saint Augustine's University expects all guest bloggers to abide by all rules and guidelines of this policy. Company reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. Saint Augustine's University also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

Personal Blogs

Saint Augustine's University respects the right of faculty/staff to write blogs and use social networking sites and does not want to discourage faculty/staff from self-publishing and self-expression. Employees are expected to follow the guidelines and policies set forth to provide a clear line between you as the individual and you as the faculty/staff.

Saint Augustine's University respects the right of faculty/staff to use blogs and social networking sites as a medium of self-expression and public conversation and does not discriminate against faculty/staff that use these media for personal interests and affiliations or other lawful purposes. Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just St. Aug.

Employees cannot use University-owned equipment, including computers, company-licensed software or other electronic equipment, nor facilities or company time, to conduct personal blogging or social networking activities.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate or disparage against faculty/staff, students or anyone associated with St. Aug.

If you choose to identify yourself as a Saint Augustine's University faculty/staff, please understand that some readers may view you as a spokesperson for St. Aug. Because of this possibility, we ask that you state that your views expressed in your blog or social networking area are your own and not those of St. Aug, nor of any person or organization affiliated or doing business with St. Aug.

Employees cannot post on personal blogs or other sites the name, trademark or logo of Saint Augustine's University. Employees cannot post University-privileged information, including copyrighted information or University-issued documents.

Employees cannot link from a personal blog or social networking site to St. Aug's web site.

If contacted by the media or press about their post that relates to Saint Augustine's University business, faculty/staff are required to speak with the Office of Marketing and Communications before responding.