

The College of Idaho Social Media Policy
REVISED - June 24, 2019

Social media provide an excellent vehicle for The College of Idaho to share information, multimedia content and event information while also extending our strong community online by providing a forum for discussion and engagement of students, faculty, staff, alumni, prospective students and the public at large in the life of the College. The Office of Marketing and Communications maintains the C of I's main pages on Facebook, YouTube, Instagram, Flickr, LinkedIn and Twitter. Other campus departments, offices and student organizations also are encouraged to develop a social media presence that will help them achieve their goals in accordance with the following guidelines.

I. The College of Idaho Presence on Social Networking Sites: Facebook, YouTube, Twitter, Instagram, etc.

Social media sites that purport to share information as The College of Idaho (including academic departments, administrative offices, programs, series, and any other subdivisions) on any publicly available Web site must be approved and co-administered by the Office of Marketing and Communications. This includes all pages identified as representing The College of Idaho or its subdivisions, particularly on social media sites such as YouTube, Facebook, Twitter, Flickr, LinkedIn, etc. The Office of Marketing and Communications will provide appropriate logos for use on social media sites and can provide guidance on maintenance of social media sites. While each subdivision will be responsible for managing its social media sites, the Office of Marketing and Communications must be added as a co-administrator. Student-run organizations will manage their social media presence through the procedures outlined in Section III of this policy.

As with all electronic communication, an Internet presence only has impact and effectiveness when information posted on it is up-to-date and accurate, and comments and requests are managed and responded to in a timely manner. Outdated information or a poorly managed presence does not reflect well on the originator and the College as a whole. Web sites/providers that host unauthorized accounts using identification as The College of Idaho or its subdivisions—in name or image, including logos—will be contacted for immediate removal of accounts.

The College of Idaho will maintain a social media web page that lists official academic and administrative department social networking links. This Web page serves as an official gateway and a resource to our students, faculty, staff, alumni, parents and community members who want to connect with The College of Idaho.

Contact Joe Hughes, director of marketing and communications, at 208-459-5219 or jhughes@collegeofidaho.edu for more information about establishing a social media presence.

A. Facebook Guidelines

The Office of Marketing and Communications works with College of Idaho departments/offices that require outreach to a general interest mass audience (admissions, alumni association) to establish a formal presence. Departments/offices of the College with a demonstrated need for an official Facebook presence should contact the appropriate dean or vice president, as well as the Office of Marketing and Communications for approval.

B. Facebook Pages and Groups—What’s the Difference?

- Pages in Facebook are organizational profiles, intended to be created and maintained by authorized representatives of the organization. Facebook pages do not display the identities of administrators to page users. Pages are the best way to reach a wider audience and should be created when wanting to present an official presence for the College. Pages in Facebook must be coordinated, approved, and co-administered by faculty, staff or student aides of the originating department/office and the Office of Marketing and Communications.
- Groups are Facebook communities created by users and range in level of formality; any Facebook account holder who has interest in a topic/organization can create a group. Administrators of a group do not necessarily purport to formally represent the organization or provide definitive information, and the identities of administrators are displayed to page users. Groups in Facebook are freely created and maintained on an individual user level. Faculty, staff or students who want to create a Facebook presence for a topic and do not desire to reach a mass audience or purport to represent The College of Idaho may administer a Facebook group page. Group pages do not need to be co-administered by the Office of Marketing and Communications.

C. Creating Facebook Pages

Official College of Idaho Facebook Pages must be created in conjunction with a Facebook Profile, associated with a specific person. The following guidelines should be implemented for all College of Idaho official Facebook Pages:

- The name of the Page should always include "The College of Idaho (name of department/function/etc.)." For example: "The College of Idaho Office of Financial Aid."
- Official Pages must have a designated administrator within the originating department/office – including the department supervisor – as well as a member of the Office of Marketing and Communications. Contact Joe Hughes (jhughes@collegeofidaho.edu) before creating an official administration, academic or student organization Facebook Page.
- All content and posts are bound by the terms of use of the specific social networking site, as well as The College of Idaho’s Social Media Policy and the faculty, staff and student handbooks.
- Information posted on pages should be maintained on a regular basis, with information posted frequently (preferably weekly during the academic year).

- All content should be accurate, concise, oriented to the needs of its audience, inclusive to diverse audiences, and respectful to the College, its employees, students, trustees and the community.
- The primary page administrator who makes the majority of posts to a page also is charged with regularly monitoring that page in order to respond to user concerns and address issues of inappropriate conduct, with warnings to be issued as needed.
- College of Idaho officials have the right to remove any content deemed to be offensive, inappropriate, or of a harassing or threatening nature. The College also has the right to block posts from fans or followers who violate these guidelines.
- Concerns of abusive or inappropriate content should be reported according to the procedures posted on the social networking site and shared with the College's Office of Marketing and Communications at jhughes@collegeofidaho.edu.

D. Linking to Facebook Pages and Groups

Since Facebook Pages and Groups exist on Web servers maintained by Facebook, users wishing to view those pages must be on www.facebook.com to access them. The pages may be accessed by a manual search from the Facebook main page or through a hyperlink from another Web site.

Hyperlinks from College of Idaho Web pages to a Facebook page are encouraged. In order to minimize user misunderstandings and to protect The College of Idaho's identity on its Web pages, the following rules should be observed:

- Facebook logos or icons can appear on College of Idaho Web pages but must be smaller than the C of I logo.
- If you can, request an easy to understand, customized URL for your Facebook page. For example, The College of Idaho Facebook page has the custom URL: www.facebook.com/thecollegeofidaho. The customized URL should include "collegeofidaho."

E. YouTube

The Office of Marketing and Communications maintains the official College YouTube.com channel (www.youtube.com/goyotes). The College's official YouTube channel includes a variety of playlists including Admissions and Alumni.

If you wish to make a suggestion of a video to be included in this collection or a new playlist that should be created, contact the Office of Marketing and Communications.

F. Twitter

Twitter is a micro-blogging communications that allows you to post a message, up to 280 characters, for viewing by those who also have a Twitter account and have chosen to follow your postings. Since this method is focused on 'following' the actions/thoughts of a specific person or entity, Twitter requires the cultivation of an audience.

The Office of Marketing and Communications maintains the official College of Idaho Twitter presence (www.twitter.com/collegeofidaho) where announcements and links to College-related news items are provided.

Departments, offices or individuals who would like to establish an official College of Idaho-related Twitter presence should contact the Office of Marketing and Communications for assistance in establishing their Twitter presence.

II. Guidelines for Personal Use of Social Media by Faculty and Staff

Faculty and staff at The College of Idaho are encouraged to have an active personal presence on social media. Anyone associated with the College may be perceived as representing the College both at and outside of work, and using the following guidelines in your social media interactions can help protect your personal and the College's reputation:

- Be conversational, participate on social networks in a meaningful way, and refrain from saying anything that might hurt the reputation of The College of Idaho and the College's customers and stakeholders.
- Everything that you post online is visible by all and may remain public even if you want to delete it at a later time. College employees do not have permission to share any information that compromises College of Idaho policy, management positions and customer information.
- Please refrain from posting items that could reflect negatively on the College's reputation including comments or other posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct.
- Please refrain from posting negative or derogatory comments about current or prior College of Idaho faculty or staff members.
- Speculation about the hiring of a new staff or faculty member at the College should not take place on social media channels and the announcement of a new hire should not take place until the College has publicly made an announcement via email, the newsletter or another official channel.
- Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.
- Don't use The College of Idaho logo unless specifically authorized to do so.
- Don't reference employees, partners or vendors in a negative manner without their approval.
- If you publish content that has something to do with work you do or subjects associated with The College of Idaho to any outside website, and the publication is not taking place as part of your work for the College, use a disclaimer such as this: "The views expressed here are my own and don't necessarily represent my college's positions, strategies or opinions."
- Ensure that your social networking conduct is consistent with all policies contained in the faculty and/or staff handbook.
- Make sure that your online activities do not interfere with your job performance.
- If you see something that questions the College's credibility or any complaints by current or prospective students, alumni, or any other customers or partners of the College, alert the Office of Marketing and Communications, which is

responsible for responding. DO NOT feel that you need to respond to negative comments online.

III. Social Media Guidelines for Student Organizations

1. All official student club and organizations will be required to sign a pledge during the student organization registration process that stipulates their commitment to abide by college policies while utilizing social media sites. The pledge must be signed by all student leaders who wish to utilize social media in the promotion of their organizations. Student Handbook guidelines and standards to be extended to social media will include, but not limited to:
 - *“Engaging in, or inciting others to engage in conduct which interferes with or disrupts a college function, or which prevents or limits the free expression of ideas by others, or which physically obstructs or restrains other members of the college community or visitors is prohibited.”*
 - *“Dishonesty, including forgery, or giving fake information on official documents or to clearly identified college employees is prohibited.”*
 - *“It is a violation of the College's policy and may be a violation of both state and federal law for any employee, student, faculty, staff, administrator, trustee, volunteer, or non College of Idaho employee to harass any other employee or student on the basis of sex, race, color, age, religion, disability, national origin, veteran status, sexual orientation, gender identity, or any other basis protected by law. Verbal or physical conduct that may constitute harassment includes, but is not limited to: actions; words; flirtations; advances; propositions; verbal abuse; jokes; negative stereotyping; verbal commentaries or degrading words used to describe an individual based on an individual's sex, race, color, age, religion, disability, national origin, veteran status, sexual orientation, gender identity or any other basis protected by law.*
 - *“Acts which harm or are intended to harm, intimidate, or humiliate another member of the college community through the use of physical force, the threat of force, or verbal abuse, as well as other forms of insults are prohibited.”*
2. Official student club and organization officers will be solely responsible for updating and maintaining the content of their Facebook pages. If any policy violations exist on a group's Facebook or other page, the issue should be brought to the administrator's attention immediately.
3. Any and all content or commentary that conflicts with the conduct policies outlined in the Student Handbook will be removed by a student administrator and the incident reported to the ASCI Executive Council.
4. Student organization Facebook pages and other social media use will be reviewed monthly by the ASCI President. Any perceived violations that are

observed by other college associates that remain unaddressed by student club/organization leaders should be brought to the attention of student government.

5. Student organization officers or administrators are required to remove inappropriate or inaccurate information, comments, or commentary when instructed to do so by the ASCI President or Dean of Students.
6. If a significant violation is observed, it will be addressed through the procedures outlined in the Student Handbook. This process endorses the principle that *“Through accepting membership in the educational community, the student assumes the responsibility to abide by and meet the academic performance standards and student conduct expectations. When a student's behavior appears to come into conflict with campus expectations or policy the student can expect to be confronted and referred to the Student Life Honor Council.”*
7. At least two current members (preferably club officer) of the student organizations in question will serve as administrators of all social media site access and content. This ensures that continuity in content will be maintained through the years.
8. Any organization that wishes to feature the College or Athletics logo on social media sites are required to comply with the College’s identity standards. No alterations or defacing of the logos will be tolerated, and student officials should feel free to contact the Office of Marketing and Communications with any questions regarding the aforementioned identity standards.

A. Student Social Media Conduct Pledge

The following conduct pledge, adopted by ASCI, must be signed by the leaders of student organizations during the registration process and stipulates their commitment to abide by College policies while utilizing social media sites.

ASCI Conduct Pledge

- As an officially recognized ASCI club or organization leader, it is my responsibility to uphold the conduct policies of The College of Idaho at all times and in all areas
- I recognize that, for liability purposes, The College of Idaho must develop a policy to establish behavioral expectations of college officials on social media sites such as Facebook, YouTube, Instagram, Snapchat and Twitter
- As a representative of The College of Idaho, I will commit to maintaining accurate and updated information about my organization on any and all social media sites I choose to use

- I acknowledge that, if I so choose to utilize social media sites for the promotion or maintenance of my organization, that I will abide by the conduct policies outlined in the Student Handbook. These includes but is not limited to:
 - *“Engaging in, or inciting others to engage in conduct which interferes with or disrupts a college function, or which prevents or limits the free expression of idea by others, or which physically obstructs or restrains other members of the college community or visitors is prohibited.”*
 - *“It is a violation of the College’s policy and may be a violation of both state and federal law for any employee, student, faculty, staff, administrator, trustee, volunteer, or non-College of Idaho employee to harass any other employee or student on the basis of sex, race, color, age, religion, disability, national origin, veteran status, sexual orientation, gender identity, or any other basis protected by law.”*
 - *“Acts which harm or are intended to harm, intimidate, or humiliate another member of the college community through the use of physical force, the threat of force, or verbal abuse, as well as other forms of insults, are prohibited.”*
- I pledge that any and all content or commentary that conflicts with the conduct policies outlined in the Student Handbook will be removed and the incident reported to the ASCI Executive Council
- I realize that as a representative of the College I am obliged to adhere to the College’s identity standards, and in doing so I pledge to refrain from using the College’s logos inappropriately or altering them in a manner inconsistent with the aforementioned standards.
- If I am approached by the ASCI President or Dean of Students regarding any information or commentary made on sites under my jurisdiction, I acknowledge my obligation to remove such content immediately
- I understand and will strive to fulfill the immense professional responsibilities borne by student representatives of the College
- I consider myself bound to the Honor Code while representing the College on social media sites

Club/Organization Leader’s Signature

Club/Organization Represented

Date