

Colby-Sawyer College Social Media Policy

Social media is a powerful way to engage prospective families, faculty, staff, alumni and others in conversations with and about Colby-Sawyer College. Though it may seem “free” and “easy,” it requires time, effort, care and planning to use effectively.

Social Media Policies (SMPs) regulate communications on social media platforms, which include, but are not limited to, Facebook, Instagram, YouTube, SnapChat, Twitter, Tumblr, Vine, Google Plus, Pinterest, Foursquare, Periscope, Flipagram, etc. This policy is meant to ensure that social media is used to its fullest potential on behalf of Colby-Sawyer College. It is applicable to all social media pages and accounts that can reasonably be associated with Colby-Sawyer including, but not limited to, athletic teams, academic programs, residence halls and buildings, clubs, offices, services, and student groups. Social media accounts created by such groups must be approved by the Office of College Communications (OCC) and follow the SMP to remain active. The OCC retains administrator rights to every account for continuity.

Considering Social Media

Before requesting a social media account, consider why your group needs it, what it will be used for, who will run it and how it fits into the college’s communications objectives. Social media takes time and effort to manage – content is king and interaction is key. Make sure to have the volume of quality content and the time to make your account engaging, accurate and timely.

If approved, the OCC will create your account and help you get started but will not run your social media account. Populating your account with content on a regular basis is the responsibility of the account’s primary staff or faculty administrator(s).

College social media accounts in compliance with the SMP, other college policies and which are deemed active (at least four posts per month) will be listed on [Colby-Sawyer’s Social Media Directory](#). The OCC reserves the right to request deactivation of, or to deactivate as it sees fit, inactive pages associated with the college.

Creating a Social Media Account

If you are confident in your group's ability to maintain a social media account and have set a clear vision of your objectives, follow these steps to create your account:

1. Complete and submit the [Social Media Account Request Form](#).
2. College Communications will review the request and contact you if more information is needed. If approved, College Communications will create the account and set permissions or access to your manager or team.
3. Work with College Communications to complete the profile for the new account as accurately and completely as possible. Having a complete profile will help followers find you and accurately represent the college.
4. Create a unique identity. The page should not use the college logo or stamp unless approved by College Communications. Using the same profile image as another account could confuse those following both accounts. Use appropriate and high quality images that display well in the various devices that your audience will be using.

Account Maintenance & Governance

1. College Communications must have full administrative access to all social media accounts that represent the college officially.
2. If a password or account login has to be changed for any reason, College Communications must be notified and will make the change for you. Contact Web Developer Greg Danilowski (X3044).
3. If an account changes ownership or the primary account manager changes, College Communications needs to be notified. Contact Web Developer Greg Danilowski (X3044).
4. For accounts that represent the College directly in an official capacity, students may take on an editor roll if supervised by Colby-Sawyer staff or faculty. This includes, but is not limited to accounts that represent academic departments, athletic programs, classes, and on-campus locations.
5. Student managed clubs and organizations may be solely managed by individuals or a group of students, but they must adhere to the Social Media Policy.
6. Student managed accounts are subject to the same policies and guidelines as all other social media accounts that represent Colby-Sawyer College.
7. All social media accounts currently operating are subject to the Social Media Policy and administrators should complete the [Social Media Account Request Form](#) as if the account were new so that College Communications has a record of who manages them.

8. Vendors and contractors of the college that manage an account on behalf of services they provide for the college or students are subject to the same regulations defined in the Social Media Policy.

Engaging with Your Audience

Actively engaging with your audience can create a stronger following of your account. The more engagement with your audience, the more they are likely to reciprocate. That being said, here are some rules of conduct to follow as you interact:

- Be yourself and don't be afraid to bring your personality to the table. Social media is based on human interactions, so don't shy away from a conversation.
- Be original and unique. Don't use the College logo as your profile photo/icon, it's better to differentiate yourself and create your account's identity.
- Quality is better than quantity. Pick the best photos to share, not all of them. Keep posts short and entertaining.
- Always be adding information and answer questions to the best of your knowledge. If you don't know an answer, don't pretend you do.
- When someone disagrees or is confrontational, stay polite. Onlookers will respect your integrity.
- Never provide any confidential information. Be sure you have permission in writing to post information or photos of someone, especially children and minors.
- Always take a moment to review your comment or response before posting. Once it's out there you can never take it back.
- Write about what you know and never speak for someone else or the institution without permission.
- Always be honest. If you make a mistake, own up to it and clarify/edit your error. Don't just delete the comment/responses.
- Ensure your conduct is in accordance with all local, state and federal laws; the social media platform's Terms of Agreement, Service and community standards; and Colby-Sawyer's policies, specifically the college's Social Media Policy.

Violations of Policy and Inappropriate Content

Colby-Sawyer College will remove content or deactivate accounts that post content in violation of any college policy or local, state or federal law, including:

- Sharing copyrighted content without written permission
- Content violating college or student confidentiality (always be aware of FERPA rules, and if in doubt, don't post)
- Content violating the privacy rights of any group or individual
- Misappropriating the likeness of the college for commercial interests, such as use of the college's name and/or logo to endorse, explicitly or implicitly, a private company, its product(s) or services; any other violation of the college's intellectual property rights.
- Slanderous or otherwise malicious content aimed at an individual or group, especially in the case of a lawsuit or criminal charges
- Any content that can be considered abusive, malicious, profane, prurient or pornographic; harasses, threatens, discriminates or degrades others for any reason; references or depicts a group, institution, organization or individual so as to disparage, denigrate or slander; or that vilifies or otherwise defames the college.

Any violations listed above that also violate Colby-Sawyer College policy, or local, state or federal laws may also subject to investigation by Human Resources or law enforcement agencies.

If you have questions or would like clarification of any part of the Social Media Policy, please contact Web Developer Greg Danilowski at x3044.

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