Taylor College
Social Media Policy

POLICY NO: A01/01-41 EFFECTIVE DATE: July 1, 2012

SUBJECT: Social Media Policy

The following subjects have to be reviewed and mastered:

Policy
The use of social media websites is increasingly common for College departments, students and employees, and these communication tools have the potential to create a significant impact on organization and professional reputations. Taylor College has developed a policy to properly portray, promote and protect the institution and to assist Taylor College entities in creating and managing their social media accounts. The policy also provides suggestions on how to protect personal and professional reputations while using social media.

Examples of social media include, but are not limited to, Facebook, Twitter, Flickr, LinkedIn and YouTube. The College’s overall social media presence is intended to provide the College community with a venue to share information, thoughts, ideas and experiences through discussions, postings, photos and videos. Separate campuses may use separate ‘official’ Taylor College social media sites as long as they are clearly labeled as such and are properly maintained by the account administrator.

Procedures
This social media procedure covers the development and management of the social media presence of the College and its organizational divisions, campuses, departments and employees for instructional and non-instructional purposes. It also governs development and activity of social media contact for charter student organizations. In addition, it illuminates a direct relationship between employee and student behavior in social media platforms with associated policy and procedure governing expectations of employee and student conduct.

- Officially-recognized Taylor College social media accounts and web pages be reviewed and approved by the College Vice President of Operations.
- Each social media account will have responsible administrators assigned.
- Each officially-approved account must include a disclaimer statement, in the prescribed form, regarding content and official page recognition.
- Inappropriate, offensive, injurious and illegal contact may be removed by Taylor College employees identified as account administrators or at the discretion of the Vice President of Operations.
- Best practices for social media accounts should be considered and upheld.

These guidelines are broad in nature to accommodate any differences in social media platforms while maintaining a universal code of conduct. Because the technology that drives Internet and social media platforms changes rapidly, this policy may be adjusted to reflect issues that arise in the management and implementation of the sites or for any other reason that supports the College’s priorities for the sites.
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**College Officially Recognized Social Media Accounts**
- NO social media account shall be recognized as an official Taylor College social media account without permission/approval from the Vice President of Operations. This office should also be used as a resource for the College for any social media needs. The Vice President of Operations or its appointed representative will ensure the pages are set up properly according to Taylor College social media Policy.

**Use of College’s name, logos, and imagery**
- Employees and students using College logos and representations in an official, approved College capacity must adhere to the procedures described herein for the development of social media and must not deviate from acceptable logo usage standards described by the College’s marketing and communications department.
- Employees and students are prohibited from using College logos or representations in personal social media environments without written consent from the Vice President of Operations.

**Account Administrators**
- Taylor College employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts; they are not held responsible for posts, messages, etc. that are not provided by the account administrator. Administrators are responsible to remove content that may violate the College’s Conduct Policy.

**Content**
- Taylor College reserves the right to block or remove the content of any post that violates campus policies, including but not limited to, harassing, threatening or profane language aimed at the College or its faculty, staff or students creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College’s best interest.
- Taylor College respects copyright and fair use. When posting, respect the copyright and intellectual property rights of others and of the College. Always give people proper credit for their work and be sure to acquire the right to use something with attribution before posting or publishing.
- Personal Views of Taylor College Employees. Employees who identify themselves in social media as employees of the College must make it explicit that the views expressed are not necessarily those of the institution.
- Disclaimer. The College does not take any responsibility for pages or social media content purported or represent the College or unofficial or unapproved social media sites.

**Best Practices in Social Media**

**Timeliness**
Content should be maintained regularly. Out-of-date content should be removed as quickly as possible. It is important to provide timely responses to questions, comments, etc., posted on social media sites. The desired response time is within one to four hours; however, response time may vary by platform and type of comment.

**Judgment**
Use good judgment about content and respect privacy. Do not include confidential information about the College, its employees, or its students.
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Be respectful
Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully and should be respectful of the College, its employees, or its students as well as those who can view that said social media site. Refrain from using information and conduct activities that may violate local, state, or federal laws, and regulations. Taylor College reserves the right to remove any content for any reason.

Remember your audience
Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues and peers. Consider this before publishing to ensure the post will not alienate, harm or provoke any of these groups.

Provide quality content: Content should be written clearly and be in an active voice. Remember to consider the audience; the style and tone should be direct and student-oriented. In general, the more frequent the content is updated, the more users will visit the sites to access information and participate in the social community.

Link back to the College
Whenever possible, link or reference back to Taylor College’s website/homepage.

Protecting photographs
Photographs published on social media sites can be easily appropriated by visitors. Considering adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolutions to protect your intellectual property. Images at that size are sufficient for viewing on the Web but are not suitable for printing.

Acknowledge who you are
If you are representing Taylor College when posting on a social media platform, you must acknowledge your identity as a College representative.

Accountability
Contributors to Taylor College social media and social media in general are accountable under established employee and student guidelines, including the standards set in:

- Student’s Rights and Responsibilities
- Standards of Conduct and Compliance for Employee’s
- Discrimination, Harassment or Retaliation
- Sexual Harassment

Employees and students are personally responsible and accountable for material, content or any related posting which connotes a misrepresentation of the College within any social media environment

For more information on creating and using official Taylor College social media accounts, refer to our Social Media Procedure or contact the Vice President of Operations.