Rose State College Social Media Policy

Introduction
Rose State College has crafted the following policy to help clarify how best to enhance and protect personal, professional, and institutional reputations when participating in social media - defined as media designed to be disseminated through online social interaction and created using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn, Twitter, Facebook and YouTube.

Both in professional and institutional roles, employees need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other Rose State College constituents apply online as in the real world. Employees are responsible for anything they post to social media sites when representing themselves in a Rose State College official capacity.

Policies for all Social Media Sites, including Personal Sites
- Protect confidential and proprietary information. Do not post confidential or proprietary information about Rose State College students, employees, or alumni. Employees must still follow the applicable federal requirements such as FERPA and HIPAA. Adhere to all applicable Rose State College privacy and confidentiality policies as stated in the Policy and Procedures Manual.
- Respect copyright and fair use. When posting, be mindful of the copyright and intellectual property rights of others and of the college. For example, when adding a music track to a video to be posted on YouTube, the person posting the video must have the rights to utilize the recording. (Certain exceptions may apply for uses in a strictly educational capacity.)
- Do not use Rose State College logos for endorsements. Do not use the Rose State College logo or any other of the college’s images or iconography on personal social media sites. Do not use Rose State College’s name to promote a product, cause, or political party or candidate. Marketing and Public Relations should be contacted if an event or program is being planned and the use of the college logo is desired.
- Terms of service. Obey the Terms of Service of any social media platform employed.

Institutional Social Media
If you post or anticipate posting on behalf of an official Rose State College unit, the following procedures must be adhered to in addition to other best practices:
- Coordinate first with Rose State College Marketing and Public Relations. Departments or divisions that have a social media page or would like to start one should contact Rose
State College Marketing and Public Relations department at 405-733-7960. Departments or divisions may have their own social media sites once they discuss the need and support plan with Marketing and Public Relations, but they are encouraged to leverage the main college page first as this is where most fans will visit. The main Facebook site should be considered like the main web site. Creating multiple departmental Facebook pages dilutes Rose State College’s social media brand. Additional sites should be minimized and should only be created were a sound need exists.

- All institutional pages must have a full-time appointed employee who is identified as being responsible for content (not a student). Ideally, the head of the department should review this content.
- Acknowledge who you are. If you are representing Rose State College when posting on a social media platform, acknowledge this.
- Have a plan. Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. Contact Rose State College Marketing and Public Relations department at 405-733-7960 if questions arise on how to manage the site.
- Link back to Rose State College. Whenever possible, link back to the Rose State College website. Ideally, posts should be very brief, redirecting a visitor to content that resides within the Rose State College web environment.
- Protect the institutional voice. Posts on social media sites should protect Rose State College’s institutional voice by remaining professional in tone and in good taste. No individual Rose State College unit should construe its social media site as representing the college as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.
- The Marketing and Public Relations department must approve logos and icons used on a social media site.
- Departmental sites should not be created using personal accounts or logins.
- Mention and spell out Rose State College in its entirety in social media posts to clearly identify the institution. Use of the RSC acronym in the same post to refer to the college in subsequent references is acceptable.
- Marketing and Public Relations would like to post information of interest to the campus community as well as future students and alumni on the main college Facebook page. Information to be posted should be emailed to fbadmin@rose.edu. Information can be scheduled to post far in advance and departments are encouraged to provide calendar items as soon as they are solidified.
**Best Practices**
This section applies to those providing official college postings on behalf of a college unit, though the guidelines may be helpful for anyone posting on social media in any capacity.

- Think twice before posting. Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the college. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn’t say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact Rose State College Marketing and Public Relations at 405-733-7960.
- Strive for accuracy. Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the college in any capacity.
- Be respectful. Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the college and its institutional voice.
- 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. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- On personal sites, identify your views as your own. If you identify yourself as a Rose State College faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.
- Promote the Rose State College main Facebook page and other social media sites. Encourage others to join the main Rose State College Facebook page! For example, an email signature can include a reference to the main social media sites.

**Social Media at Rose State College**

Rose State College participates on many major social media sites. We can be found on:

- Facebook
- Twitter
- YouTube
- Flickr
- LinkedIn