Social Media Policy

Introduction

Medaille College embraces the responsible use of social media to communicate with internal and external audiences. Having a significant and sustained presence on these sites allows the College to interact and to build relationships with prospective and current students, alumni, employees, parents, and community members.

Medaille’s presence on emerging and existing social media networks will allow the College to broadcast information and interact with multiple audiences. This social media policy was developed to ensure that interactions on behalf of Medaille College adequately and accurately represent the College’s best interests.

The College recognizes the open and ever-changing purposes of social media, which can blend, at times, personal and professional roles. This policy covers only accounts and online presences that officially represent the College. This policy does not cover private, individual accounts.

Account Administration

A member of the College Relations Office shall be included as an administrator on any social networking site that is moderated and maintained as an official presence of the college. This guarantees that these presences are managed as staff members leave, and allows this office to monitor the sites regularly, tracking usage and quickly removing content that violates this social media policy.

Account administration access may not be given to non-employees or students unless arrangements are made with the College Relations Office.

The Medaille employee(s) identified as account administrators are responsible for managing, maintaining and monitoring content, and for removing content that may violate College policies, including this one, in a timely fashion.

When an account exists on a social network, an “alternate” account that duplicates existing efforts is not permitted.

To establish an official account on a social network, and to have it connected to existing accounts, please contact the College Relations Office or webmaster@medaille.edu.

Clubs and organizations
Student clubs and organizations may not use Medaille logos, graphics, or content, or in any way imply they are acting on an official basis for the College through social media.

**Confidential and proprietary information**

Confidential and proprietary information may not ever be posted. This applies to information about Medaille College prospective students, current students, employees, trustees, donors and alumni. Follow all applicable requirements under FERPA and HIPAA, and all federal, state and local laws.

**Copyright and fair use**

When using content that you did not create, including photos, graphics and text, be aware of the copyright and intellectual property rights of others and of the College, and take care not to violate those rights.

**Instructional use of social media sites**

Faculty do not need to use Medaille’s official presence on social media networks, and can use these tools freely to support teaching and learning activities. Departments and programs that want to establish “official” presences on these sites must follow the guidelines under “Account Administration.”

**Follow the rules; respect the culture**

Social media networks have specific terms of service/terms of use. Review these regularly, and follow them precisely.

Social media networks vary in the types of content they publish, along with the form and “tone.” What is appropriate for a site like Facebook may not apply to a site like LinkedIn. Know your audience in each network, and use good judgment to communicate with them effectively. This may mean observing other accounts and sites before jumping in and setting up your own account.

**Interacting online**

When communicating through social networks, users should abide by the same laws, regulations, professional expectations and common sense rules that one would follow when meeting in person with prospective and current students, parents, alumni, donors and media.

**Link to other college material**
Ideally, administrators on social media sites should post brief pieces of content, and redirect the audience to content that resides within www.medaille.edu, sage.medaille.edu, and other primary web sites when appropriate.

**Medaille College email**

Employees should recognize that use of email addresses (@medaille.edu) maintained by the College constitute representing the College. You are responsible for all activity conducted with your Medaille email address or when identifying yourself as a member of the College community. The @medaille.edu address attached to your name may indicate to others that you are acting on the College’s behalf; when this is not the case, be clear in your communications, or consider using a personal email address.

**Moderating content**

Moderation involves the review and approval of content. We encourage user participation, but ask that you monitor your social media presence on a regular (daily or weekly) basis to make sure content is appropriate, timely, useful, and not offensive. Comments or content that violates this social media policy should be removed immediately.

On college-sponsored blogs, comments should be, by default, left in a moderation queue before being posted by a site administrator.

**Releasing Official Information**

The College Relations Office is responsible for publishing online official information on behalf of the College. Direct media inquiries to this office.

**Use Medaille College intellectual properties (Logo(s), Graphics, Videos, Publications)**

No user may establish social networking sites that use the Medaille College logo(s), graphics, or other intellectual properties such as photography, video, artwork, and publications copyrighted to Medaille College without prior written authorization from the College. It is a violation of social networking site policies to represent an institution without authorization.
Top 10 Guidelines for Social Media Participation at Medaille College
Adapted from SHIFT Communications Social Media Guidelines

These guidelines apply to Medaille employees and ambassadors who create or contribute to social media. While all Medaille employees are welcome to participate in social media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

1. Be transparent and state that you work at Medaille. Your honesty will be noted in the social media environment. If you are writing about Medaille or a competitor, use your real name, identify that you work for Medaille, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.

2. Never represent yourself or Medaille in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.

3. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.

4. Use common sense and common courtesy: for example, it’s best to ask permission to publish or report on conversations that are meant to be private or internal to Medaille. Make sure your efforts to be transparent don’t violate Medaille 's privacy, confidentiality, and legal guidelines for external commercial speech.

5. Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Medaille.

6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it’s becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the College Relations Office for advice and/or to disengage from the dialogue in a polite manner that reflects well on Medaille.

7. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.

8. Please never comment on anything related to legal matters, litigation, or any parties Medaille may be in litigation with.

9. Never participate in social media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or Medaille’s IP address. Refer all Social Media activity around crisis topics to the College Relations Office.

10. Be smart about protecting yourself, your privacy, and Medaille’s confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

NOTE: Media inquiries must be referred to the College Relations Office.