

# Our Lady of the Lake University Social Media Guidelines

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Office of Marketing and Communications  
210-431-5505

Below is a set of “Social Media Guidelines” developed by the Our Lady of the Lake University (OLLU) Office of Marketing and Communications (M&C). Because social media channels are fairly new to many employees, we’ve assembled these policies to help you use forums such as Facebook, Instagram, Twitter, YouTube, among others, effectively. At the same time, these policies will help protect your personal and professional reputation and adhere to University policies. If you have suggestions or comments, please contact the Office of Marketing and Communications.

## INTRODUCTION:

Social networks are exciting new channels that are available to different departments and offices at Our Lady of the Lake University for sharing knowledge, expressing creativity and connecting with others who share our interests and common goals. We want to ensure that the pages or micro blogs you are creating on sites are effective and that situations that could potentially be damaging to the University are avoided.

Facebook, Twitter, Instagram, Keek, and Vine and other social media services can build community and alert people of news, events and accomplishments when used properly. If you do create a page or a site, it should be updated regularly with new content – in many cases, having something outdated is worse than having no page at all.

**SPECIAL NOTE:** These guidelines have been produced to ensure OLLU staff, faculty and students are properly maintaining OLLU-associated social media sites.

## General

Our Lady of the Lake University generally supports the participation of a department, office or organization in online communities consistent with the following guidelines and policies, as well as the University Mission Statement, Statement of Purpose and all other University policies and applicable local, state and federal laws.

- It is recommended that your department, office or organization create pages on Facebook, as opposed to groups, on the site. Pages have a greater number of applications that can be added, no limit on the number of fans who can join the page and also separate the administrator’s personal information from the unit’s page.
- A staff member from OLLU’s Office of Marketing and Communications (M&C) must be added as a page administrator or be given access to your account to ensure M&C has control of the page, should the original administrator become unavailable.
- Know that M&C will not edit or alter content unless absolutely necessary and efforts will be made to contact the current site administrator or department/office as soon as possible. This step is in place mainly to ensure that you can control the content of your social media site if your administrator leaves the University unexpectedly without relinquishing control of the site.
- Given the temporary nature of student employment, student employees should not be named as the sole page administrator on the social media site; a faculty or staff member should serve as the primary administrator.
- A wide variety of photos is available in the Office of Marketing and Communications to use as profile photos, if needed.
- **Once again, you must include M&C as an administrator on your account or be given access by providing the password and username.**

## **Credibility and Liability**

- Being honest is the most important key to being successful in social media.
- If you have received authorization from your supervisor to represent OLLU in social media and you have notified the Office of Marketing and Communications, include the following phrase in the description of the page: “This is an OLLU-generated site.”
- Cite and link to your sources whenever possible – this builds community.
- Correct errors quickly and visibly – to earn respect and credibility for your site in the online community.
- Self-promoting behavior is viewed negatively and can lead to your being banned from Web sites or groups. Do not post personal information on a University site. The site’s purpose is to promote OLLU, not you.
- Search engines can turn up posts years after the publication date. A good rule of thumb to remember before you post content is that once it is on the Internet, consider that it could exist in cyberspace forever. Cached pages can call up information even if you think you have deleted it.
- Archival systems save information even if you delete a post.
- There have been several high profile and embarrassing cases of company executives “anonymously” posting about their own organizations.
- If you identify your affiliation with OLLU in your comments, readers will associate you with the University, even with the disclaimer that your views are your own. Remember that you’re most likely to build a high-quality following if you discuss ideas and situations civilly. Don’t hide behind the Internet but consider it as if you are presenting or having a conversation with the public. That is what you are doing.

## **Transparency**

- Be upfront about who you are.
- Don’t hide your identity for the purpose of promoting OLLU through social media. Web-savvy students and other users can usually spot a phony advertisement or promotion and this hurts OLLU’s credibility.
- There’s no such thing as a “private” social media site.
- Tracking tools enable supposedly anonymous posts to be traced back to their authors through the use of IP addresses and other technology.

## **Respectability**

- Be thoughtful before you post.
- Be constructive and respectful while discussing a bad experience or disagreeing with a concept or person.
- If you comment on someone’s blog, make sure you are contributing valuable insights.
- Comments can be forwarded or copied.
- If you feel angry or passionate about a subject, it’s wise to delay posting until you are calm and clear-headed.
- As a guideline, don’t post anything that you would not feel comfortable presenting at a conference.
- Remember that anyone can access any digital communication. Be particularly careful to avoid potentially offensive language or comments.
- Most people who maintain social media sites welcome comments—it builds credibility and community. However, you can set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

## **Truthfulness**

- Make sure that you have all the facts before you post.
- Respect copyright and fair use. Always give others proper credit for their work and make sure you have the right to use something with attribution before you publish.
- It's better to verify information with a source first than to have to correct it later.
- Don't post information about topics like OLLU events or a book you've authored unless you are sure it will be of interest to readers. Confirm that an event is open to the public and not just the OLLU community before you post it as such.
- **Do not post confidential or proprietary information about OLLU, its students, its alumni or employees.** For example, enrollment figures are not to be released by anyone except the Office Marketing and Communications. Full names and contact information for University community members should never be shared online.
- Use good ethical judgment and always follow University policies and federal requirements, such as the Family Educational Rights and Privacy Act (FERPA), which can be accessed at: <http://www.ed.gov/policy/gen/guid/fpc/ferpa/index.html>

### Avatars, Images and Videos

- Be mindful of the type of images OLLU faculty and staff portray on their social networking sites. A good question to ask before posting an image is: "Would I show up to OLLU dressed like this or be comfortable with students seeing this image?" If the answer is no, then consider using revealing or non-professional images on personal pages without OLLU designation, monikers or school-related biography information. Most social networks allow multiple users/personas. Create business and personal accounts to keep a clear separation. Another suggestion is to keep personal profile pages private.
- When using images of people, there are several important factors to remember. Prior permission needs to be obtained from individuals who are identifiable in photos. Photos and videos provided by the Office of Marketing and Communications can help meet that requirement.
- Do not post photographs of people, unless you have received written approval from the individual to do so.
- Do not tag a photograph of a person, unless you have received his or her permission.
- Many artists and musicians featured at events sponsored by OLLU have restrictions on the posting of their image or performance without prior permission. It is imperative that you not post any photos or videos unless you discuss your request beforehand with the Office of Marketing and Communications to ensure we are in compliance.
- Do not post photographs that represent you or anyone else engaged in behaviors or wearing clothing that would be inappropriate for campus. This applies to personal sites, as well, especially if you are identified as an OLLU employee (staff, faculty). For example, be careful about posting a photo of you in limited or suggestive clothing, or consuming alcohol.
- It is also important that the photo or video you are posting be in keeping with University values. If you have any questions or concerns, please call the Office of Marketing and Communications before you post these items on OLLU-affiliated Web sites.
- Live streaming of events pertaining to the University or to Saints Athletics is produced and managed by the OLLU TLTC and the Office of Marketing and Communications. No other live streaming of events is allowed.
- If you would like a video of an official event posted on YouTube or on the University's Web site, contact the Office of Marketing and Communications. The office manages the official YouTube account for both general University postings and athletics (MyOLLU and OLLUSaints).

### Negativity

- If there is an instance when you are faced with negative commentary about OLLU, please contact the Office of Marketing and Communications to discuss. We have processes in place in terms of inappropriate or incorrect information and who is responsible. Handling challenges

quickly, efficiently and most of all appropriately is key to successfully dealing with social media trolls.

### Official Business

- University computers and your work time are to be used for University-related business.
- It's appropriate to engage in social networking at work if you have been approved to do so by your supervisor and it is relevant to the University.
- If you participate in or maintain a social media site on behalf of the University, clearly state your role and goals in the description area of the site. For example, if you have created a Facebook page on behalf of the OLLU Alumni Office, state that the site is an OLLU-generated site, maintained by the OLLU Alumni Office, to communicate with alumni from Our Lady of the Lake University.
- Note that if you include "OLLU" or "Our Lady of the Lake University" on your social media site, it is assumed that the site exists for official business, and therefore must be approved by the department's supervisor and the Marketing and Communications Office.
- Discuss with your supervisor when you are empowered to respond directly to users and when you may need approval.
- If you have been authorized by your supervisor to create an official OLLU social media site or a video for posting in locations such as YouTube, please contact Marketing and Communications for an approved logo and other images and to ensure coordination with other OLLU sites and content.
- As an OLLU employee, it is important you understand that the University is inspired by Catholic values and the heritage of the founding Congregation of Divine Providence. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Your reputation and OLLU's are best served when you remain above the fray.
- Delete all obscene or otherwise inappropriate comments made to your posts immediately. To be safe, have an approvals process for comments that come from non-friends and other outside sources.
- Be careful about inadvertent disclosures of business practices or plans that could provide advantage to competitors.

### Personal Sites

- **Per the University Staff Handbook, you should maintain your personal blogs, social media sites and web sites on your own time, and not during business hours.**
- In personal posts, you may identify yourself as an OLLU faculty, staff member or student. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of OLLU. This parallels media relations practices at OLLU.
- Common practice for individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this:  
*"The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of Our Lady of the Lake University."* This is particularly important if you are a department head or administrator.
- You are legally liable for what you post on your own site and on the sites of others.
- Do not use the OLLU logo, athletic logo or any other OLLU marks or images on your personal online sites.
- Do not use OLLU's name to promote or endorse any product, cause or political party or candidate.
- In addition, for staff and faculty, if you are out of town on official business, be aware of what you post to your personal account. Many people may follow your personal accounts and if they know you are at an event representing the University refrain from posting that you have checked into

a location that might not be construed as a family oriented establishment. Frequenting these types of establishments is not against University policy – just don't post it for everyone to see. Please use your common sense and discretion. Students or potential students/parents who know you and follow your social media site can be impressionable.

### **Blogs**

- We do encourage you to blog about OLLU events/news (with supervisor's permission during business hours). We want everyone to know the good things we are doing at OLLU.

### **Safety**

- While you want to be honest about yourself, don't provide personal information that scam artists or identity thieves could use against you/
- Don't list your home address or telephone number or your work telephone or e-mail address.
- Keep in mind that if your site indicates you have a connection with OLLU, you are to some extent representing the University, and therefore, you should be careful that the types of images and messages you are posting be in keeping with University values.

### **Abandonment**

- Make sure that once you put up a page or create an account that it is not just sitting there. If you have not posted in more than a few months, MC will either delete or suspend your account after notifying the account administrator/creator.

### **Spread the word**

- Report your use of social media monthly, quarterly or at end of semester to your dean, department head and to Marketing and Communications. Let them know what worked, what did not, time management/tracking, suggested improvements.

### **Further Guidance**

- Morning is peak time for social networking, which makes it a great time for OLLU to "dip their toe in the stream." Consider before or after lunch another optimal time, as well as before the end of the work day. Supervisors should have latitude to adjust suggested use times to best suit University priorities.
- If you question the appropriateness of a posting, don't post it.
- If you have any questions about whether it is appropriate to write about certain kinds of material in your role as an OLLU employee, ask your supervisor before you post or contact the Office of Marketing and Communications.
- The Congregation of Divine Providence, our sponsoring religious order, has an explicit belief in the value of all human beings. Thus, all communication should reflect this basic valuing and respect for all humans.
- Visit the "Marketing and Communications" section of the "News and Events" drop-down menu of the OLLU Web site to find a listing of all official, OLLU-generated social media sites.
- As much as possible, link back to the OLLU Web site for additional information: [www.ollusa.edu](http://www.ollusa.edu) on what you are posting.

### **Results of Non-Disclosure or Non-Compliance of OLLU Guidelines**

- The Office of Marketing and Communications is tasked with ensuring the image and branding of the University are maintained. If it is determined that in your use of social media you have not complied with these guidelines set forth, the Vice President for Institutional Advancement will be in contact with you and your supervisor to discuss deleting or adjusting questionable material, closing your site or transferring it to a personal, non-OLLU associated site.

### **Inclusion of Social Media Site on OLLU Web site**

- No social media site will be promoted or listed on the official OLLU web site ([www.ollusa.edu](http://www.ollusa.edu)), unless permission has been received by the Marketing and Communications Office by the

supervisor in charge of the requesting department or office. Administrative rites to the site must then be granted to the main Marketing and Communications account. Once this has been granted, the site will be promoted on the [www.ollusa.edu](http://www.ollusa.edu) website and other avenues as requested.

