



FAULKNER UNIVERSITY

Faulkner University Social Media Guidelines, Policy and Best Practices

Social Media Guidelines When Posting on Behalf of Faulkner University

Process for Creating a new or Maintaining a current Faulkner Social Media Presence

To ensure that all social media efforts adhere to the design and policy standards of Faulkner University and that such efforts are not tied specifically to a Faulkner University community member's personal account, all official Faulkner University social media accounts must be created by or with approval from the Office of Marketing's social media team.

Social Media platforms used and allowed by Faulkner University include Facebook, Twitter, Instagram, LinkedIn and YouTube.

The Office of Marketing will then grant the appropriate person(s) administrative access to those accounts. To request an account, contact socialmedia@faulkner.edu.

Please note: Before creating an account, please determine if you or your office will be able to provide new content on a regular basis. New content includes pertinent written posts, an event, ads, pictures, videos, graphics, articles or shared posts from another account. You may want to consider leveraging an existing account on campus that is regularly populated with content. For example, this could be a small department funneling messaging to their college's account, etc.

As your profile picture, please use our official Faulkner University logo. Your page name should include Faulkner University in the title of the page. (i.e.- Faulkner University- __Insert Name of Page__) Also, please include in your 'About Page' that your account is an official account of and include your organization. Please share the username and password with at least one other person within your organization to have administration access in case of emergency.

Consider your needs before creating a separate account and social media page. Is a page a necessity or would creating a unique "Group" page under Faulkner University's main Facebook page suffice. Please speak to your Social Media Manager for advice.

Let the Social Media Manager know once you have those accounts created and share the usernames with the Social Media Manager.



FAULKNER UNIVERSITY

Maintain Faulkner University Confidentiality

Do not post confidential or proprietary information about Faulkner University, its students, its alumni, or its fellow employees. Use good ethical judgment and follow Faulkner University's policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Review Faulkner University policies for more information on your responsibility as a Faulkner University employee.

Maintain Privacy

Do not discuss a situation involving named or pictured Faulkner University community members on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.

Be Thoughtful

Before composing a message that might act as the "voice" or position of Faulkner University or a school/department, please discuss the content with your supervisor or the dean/chair of the school/department or his or her delegate. If you ever have any question about whether a message you are crafting is appropriate to post in your role as a Faulkner University employee, talk with your supervisor before you post.

Respect University Time and Property

It is appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should participate in personal social media conversations on your own time, outside of work hours.

Be Responsible

What you write is ultimately your responsibility. Participation in social computing on behalf of Faulkner University is not a right but an opportunity, so please treat it seriously and with respect. Keep in mind that if you are posting with a Faulkner University username, other users do not know you personally. They view what you post as coming directly from the University. What you say directly reflects on



FAULKNER UNIVERSITY

Faulkner University. Discuss with your supervisor the circumstances in which you are empowered to respond directly to users and when you may need supervisor approval.

Be Accurate

Make sure that you have all the facts before you post. It is better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible.

Use Correct Grammar

Make sure those posting to your page are using appropriate language along with correct grammar and punctuation. Avoid slang. Posts may be relaxed in nature depending on your audience, but should still convey professionalism.

Frequency

Assign an administrator who regularly monitors postings and content.

Create a content calendar with pre-planned content for slow periods. Aim for standard times for postings and updates. At least one post every other day. Respond to messages and comments quickly. If you need to, create an automatic response system and then respond personally as soon as possible.

Stagnant Accounts

The Office of Marketing reserves the right to disable or temporarily unpublish Faulkner University social media accounts that are dormant (no posts, no activity) for more than SIX months, as such stagnancy reflects poorly on the university.

Departed Admins

When page editors and administrators, especially students, have left Faulkner University and no longer require access to social media accounts, you must update/adjust your page roles immediately.

Proper Branding



FAULKNER UNIVERSITY

Abide by the Faulkner University logo guidelines. Guidelines can be found at <https://www.faulkner.edu/about-faulkner/university-communications/brand-guidelines/>. For social media profile avatars, the Office of Marketing will provide an official logo upon request of a new page.

Safety and Privacy Tips for Social Media Networking

The Internet is open to a worldwide audience. When using social media channels, ask yourself:

1. Did I set my privacy setting to help control who can look at my profile, personal information, and photos? You can limit access somewhat but not completely, and you have no control over what someone else may share.
2. What if I change my mind about what I post? Removing material from network caches can be difficult. Posted material can remain accessible on the Internet until you have completed the prescribed process for removing information from the caching technology of one or multiple (potentially unknown) search engines.
3. Have I asked permission to post someone else's image or information? Am I infringing on their privacy? Could I be hurting someone? Could I be subject to libel suits?
4. Does my equipment have spyware and virus protections installed? Some sites collect profile information to SPAM you. Other sites contain links that can infect your equipment with viruses that potentially can destroy data and infect others with whom you communicate. Remember to back up your work on an external source in case of destructive attacks.

Social Media Guidelines When Posting as an Individual

Things to Consider When Beginning to Use Social Media

Applications that allow you to interact with others online (e.g., Facebook, LinkedIn, Twitter and Instagram) require you to carefully consider the implications of friending, linking, following, or accepting such a request from another person. For example, there is the potential for misinterpretation of the relationship or the potential of sharing protected information. Relationships such as faculty-student, supervisor-subordinate, and staff-student merit close consideration of the implications and the nature of the social interaction. The following are some guidelines to follow in these cases.



FAULKNER UNIVERSITY

Faulkner University uses social media to supplement traditional and graduate press and marketing efforts. Employees are encouraged to share Faulkner University news and events that are a matter of public record with their family and friends. Linking straight to the information source is an effective way to help promote the mission of Faulkner University and build community.

When you are using social media for personal purposes and might be perceived as an agent for Faulkner University, you need to make sure it is clear to the audience that you are not representing the position or policy of Faulkner. In addition to making that clear, please be aware that your posts are appropriate and in line with Faulkner University's mission statement. While the guidelines below apply to those instances where there is the potential for confusion about your role as a Faulkner University agent/expert versus personal opinion, they are good to keep in mind for all social media interactions. When posting to a social media site, you should:

1. **Do No Harm** - Let your Internet social networking do no harm to Faulkner University or to yourself, whether you are navigating those networks on the job or off.
2. **Does It Pass the Publicity Test?** - If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site.
3. **Be Aware of Liability** - You are personally responsible for the content you publish on blogs, wikis, or any other form of user-generated content. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts). Increasingly, employers are conducting web searches on job candidates before extending offers. Be mindful that what you publish will be public for a long time.
4. **Maintain Transparency** - The line between professional and personal business is sometimes blurred: Be thoughtful about your posting's content and potential audiences. Be honest about your identity. In personal posts, you may identify yourself as a Faulkner University faculty or staff member. However, please be clear that you are sharing your views as an individual, not as a representative of Faulkner University. If you identify yourself as a member of the Faulkner University community, ensure your profile and related content are consistent with how you wish to present yourself to colleagues.

Be a Valued Member



FAULKNER UNIVERSITY

If you join a social network, make sure you are contributing valuable insights. Do not hijack the discussion and redirect by posting self-/organizational-promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups.

Think Before You Post

There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clear-headed. Only post pictures that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

Take the High Ground

If you identify your affiliation with Faulkner University in your comments, readers may associate you with Faulkner University, even with the disclaimer that your views are your own. Remember that you are most likely to build a high-quality following if you discuss ideas and situations civilly. Avoid picking fights online.

Respect Your Audience

Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in Faulkner University's community. You should also show proper consideration for others' privacy and for topics that may be considered sensitive, such as politics and religion. You are more likely to achieve your goals if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Maintain Professionalism

Be professional in your posts. Use proper spelling and grammar.

Correct Mistakes



FAULKNER UNIVERSITY

If you make a mistake, admit it. Be upfront and be quick with your correction. If you are posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Monitor Comments

Most people who maintain social media sites welcome comments as it builds credibility and community. However, you may be able to 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.

Protect Your Identity

While you should be honest about yourself, do not provide personal information that scam artists or identity thieves could use. Do not list your home address or telephone number. It is a good idea to create a separate email address that is used only with social media sites.

Don't Use Pseudonyms

Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors.

Use a Disclaimer

If you publish content to any website outside of Faulkner University and it has something to do with the work you do or subjects associated with Faulkner University, use the following disclaimer: "The postings on this site are my own and do not represent Faulkner University's positions, strategies, or opinions."

Don't Use the Faulkner Logo or Make Endorsements

Do not use the Faulkner University logos or images on your personal online sites. Do not use Faulkner University's name to promote or endorse any product, cause, or political party or candidate. Faulkner logo guidelines can be found online at <https://www.faulkner.edu/about-faulkner/university-communications/brand-guidelines/>.



FAULKNER UNIVERSITY

How do I report an impostor account on social media?

If you have found an imposter account, this requires a trademark/copyright report. In this case, please send the account name and a link to the account to the Social Media Manager at socialmedia@faulkner.edu.

How do I report a duplicate account on social media?

If you have found a duplicate Faulkner University related Facebook account, please visit [this link](#) to follow claim instructions.

On all other social media platforms, please send the name of the account and a link to the account to the Social Media Manager at socialmedia@faulkner.edu to have it submitted for removal.

What is the best type of content to post on social media?

Facebook: video

Twitter: images/gifs receive more retweets

LinkedIn: linked posts, images and engaging CTAs (Call to Actions.)

Instagram: photos or video with a consistent editing style, high quality vertical content on IG stories

YouTube: High quality video

Faulkner University Social Media Policy and Disclaimer

Faulkner University encourages interaction among users on our social media sites but is not responsible for the content of others published on any official University websites, pages, or affiliates. This is including, but not limited to, Facebook, Twitter, YouTube, LinkedIn, Wikipedia, Foursquare, Instagram, Pinterest, TikTok, SnapChat and all other social media websites.

Due to the public nature of these pages for comment by other users, the views expressed by guest posters do not reflect that of Faulkner University or original author. Each person is individually responsible for his/her own content (including privacy settings) shared via the web and Faulkner University is not liable for such content.



FAULKNER
UNIVERSITY

Faulkner University reserves the right, but is not obligated, to remove or advise the removal of comments or posts made to official Faulkner University pages that are racist, sexist, abusive, profane, violent, obscene, or spam; that advocate illegal activity, include falsehoods, contain commercial solicitations, are wildly off-topic, or cannot be translated to English using free online tools; that libel, incite, threaten or make ad hominem attacks on Faulkner University students, employees, guests or others. Faulkner University also reserves the right to remove comments or posts that are deemed negative or offensive by the page's administrators. Violators will be banned from the page.

Questions of Concerns

Any questions or concerns should be emailed to the Social Media Manager at socialmedia@faulkner.edu