Lewis University Social Media Guidelines addendum to the *Editorial Style Guide and Graphic Standards Manual*

Purpose

The University has developed these guidelines to assist the University community in the effective use of social media. Social media is electronic communication through which users create online communities in order to share information and create an interactive dialogue. Outlets within social media include but are not limited to blogs, Facebook, Twitter, YouTube, Pinterest, wikis, etc.

Adherence to these guidelines is intended to protect users' personal and professional reputations and the reputation of the University. Because of the changing nature of technology, these guidelines will be revised as necessary.

Scope

These guidelines pertain to members of the Lewis University community, namely faculty, staff and administration as well as currently enrolled students.

How to reach out in social media

You can find Lewis University in the many social media forums listed below. Do you have an upcoming event, new research or a discussion to share?

Contact Kathrynne Skonicki in the Office of Marketing and Communications (ext. 5711) if you have questions regarding the appropriate use of social media, or you would like to promote an upcoming event.

Where to find us in social media

Facebook – www.facebook.com/lewisu.edu

Twitter – www.twitter.com/lewisuniversity

YouTube – www.youtube.com/lewisuniversity

Posting on Behalf of the University

1. All social media accounts created on behalf of the University must be linked to a department's administrative or resource e-mail account, never a personal e-mail account. More than one University employee must have administrative access to the account. In the event that a site requires an individual account, a unique account should be created expressly for this purpose. No employee or student should be required, asked, or permitted to use a private, personal account for the purposes of creating social media accounts on behalf of the University.

Administrative access will be terminated upon the employee's termination, voluntary cessation of employment, or assignment to another job. If, for any reason, a University department's social media account is presently linked to an individual person's e-mail account, that person relinquishes all rights to the account upon graduation, termination, voluntary cessation of employment, or assignment to another job.

2. Posting content on social media websites on behalf of the University requires specific authorization.

3. Do not hide your identity. Clearly state your role and goals when posting on behalf of the University.

4. University trademarks and logos may not be used without approval of the Office of Marketing and Communications.

5. Employees and representatives who post on behalf of the University must be mindful at all times of protecting the University's reputation and promoting the University's educational Mission. Social media sites provide forums for thoughtful discussion of opposing ideas; employees and representatives of the University should remain respectful, professional, and conscious of the University's primary role as an educational institution.

6. If a question or comment is directed to one of the University's social media sites or pages, strive to respond in a timely and appropriate fashion. Supervisors should determine who will be permitted to respond directly to users and whether prior approval is required before issuing a response. If you feel a post is threatening or disturbing in nature, please alert the Lewis University Police Department at (815)836-5222.

7. Keep in mind that posts may be viewed by anyone, anywhere in the world, and material can be copied and forwarded. In addition, search engines may find posts years after their publication dates.

8. Follow copyright and fair use laws. Always attribute the work to its author. Good social media practice is to link back to the creator's work.

9. Keep personal views separate from University posts. When posting on behalf of the University, ensure that the contents of your post will further the University's Mission and reflect positively on your department and the University as a whole.

10. Be wary of posting links to another website, as they could contain viruses or imply the University's endorsement of the linked site.

11. Do not publish any information that you have learned through your job, such as closings, cancellations, emergencies, or other non-public information, until it has been officially announced by the Office of Marketing and Communications through official channels.

12. Do not cite or reference colleagues or co-workers without their approval.

13. Do not post confidential information about the University, its faculty, staff, or students. Become familiar with the FERPA and HIPAA statutes and regulations that impose restrictions on the sharing of certain information. If you have questions regarding these standards, contact the Office of Student Services.

Posting Personal Comments

1. Identify yourself and be clear that you are sharing your personal views and that they do not represent the views of the University. If you discuss higher education or issues related to the University, add the following disclaimer: "The views expressed here are mine alone and do not reflect those of Lewis University."

2. Truthfully represent fact and self. Never pretend to be someone else. Tracking tools may trace the authors of supposedly anonymous posts.

3. Be respectful of others even when you disagree with their opinion. Strive to maintain an appropriate and respectful tone when engaging in online discussion. Your actions and words may reflect on the reputation of the entire University.

4. You can be held legally liable for what you post on your own site and on the sites of others. Legal liability may arise for comments that are proprietary, copyrighted, defamatory, libelous, or obscene.

5. Before posting, consider your audience. Future employers may search the web to screen applicants.

6. Do not post unapproved projects. If projects you worked on at the University have not been approved for publication, do not post them on your personal website until the University has done so.

7. If you require use of social media as part of course participation, allow the student the option of creating a unique personal account to be used expressly for this purpose; however should the student choose not to create a unique personal account for this course, the student should be reminded that posts on a previously established personal account regarding the course will not be considered personal or private.

8. Do not use the University logo, the seal, or the Flyer mascot on your online sites. Do not use Lewis's name to promote or endorse any product, cause, political party, or candidate.

9. Protect your personal information from identity thieves and scam artists. Do not provide your home address, telephone number, work e-mail address, or work phone number. Consider creating an e-mail address that you use only for social media sites.

10. Participate responsibly in online communities by following a code of ethics. There are many codes of ethics for bloggers and active participants in social media. If you have your own social media site, you may want to post your own code of ethics.