Social Media Policy
University of Saint Joseph
www.usj.edu

What is Social Media?
At the University of Saint Joseph, we recognize that social media sites like Facebook, YouTube, Linked In, and Twitter have become an important and influential means of communication. The University developed this Social Media Policy to assist in posting content and managing these sites. Please note this policy should be applied to both personal and official use of social media. For a detailed overview of social media, visit www.mashable.com.

Purpose of the Social Media Policy
The University’s Social Media Policy was developed to articulate best practices in relation to social media and to establish a standard code of conduct. These policies apply to USJ faculty and staff and should be used in connection to all social media accounts associated with schools, departments, programs, clubs, and offices.

The University of Saint Joseph’s Official Presence
The Office of Marketing and Communications (OMC) is responsible for the University’s official presence in social media. The Office currently maintains and monitors the following external sites.

- Facebook — www.usj.edu/facebook
- YouTube — http://www.youtube.com/user/usjct
  or www.usj.edu/youtube
- Twitter — https://twitter.com/#!/USJCT
  or www.usj.edu/twitter

Additionally, OMC maintains USJ-related blogs written by the president, various students, and faculty members. Bloggers provide their own content and sites are linked to www.usj.edu/blogs.

Social Media Code of Conduct
Both in personal and institutional roles, employees and students should follow the same behavioral standards as they would in real life. The same rules, expectations, policies, and guidelines apply online as in the real world. Students and employees are liable for anything they post to social media sites.

Any social media site created by a University employee or student that lists USJ in its profile, or any site created by a University student for a University-sponsored club or organization, falls under the domain of this Social Media Policy. Likewise, employees who establish
personal social media sites and list the University of Saint Joseph as their employer should adhere to the Best Practices listed in this document.

**Of special note:**

I. The University’s **Harassment Policy** (as stated in the Student Handbook, page 46) clearly outlines definitions and repercussions of harassment/bullying, including online (i.e., social media) communications:

“Physical attack, interference with a person’s customary or usual affairs, harassing phone calls, electronic and/or Internet communication, notes or other behavior which puts the person in fear for his/her safety, or causes the person to suffer actual physical injury or mental distress, is not tolerated. This includes, but is not limited to, any harassment, abuse or attack on the person’s race, religion, sex, creed, national origin, sexual orientation, gender identity, or physical or mental abilities. The University of Saint Joseph prohibits and does not tolerate: personal harassment, verbal abuse, the threat of action in a manner that inflicts physical harm, physical abuse, mental distress or injury to any person, actions that inflict physical harm, physical abuse, mental distress or injury to any person, sexual abuse and sexual harassment, non-physical or physical coercion, slanderous, false or malicious statement(s) about a person or defamation of character, endangerment of the health and safety of self and/or others. If you feel you are a victim of harassment, contact either the Vice President for Academic Affairs/Provost, the Vice President/Dean of Students, Counseling and Wellness Center or the Human Resources Office.”

The USJ Student Handbook is available at: [http://ww2.usj.edu/PDF/StudentServices/student_handbook11-12.pdf](http://ww2.usj.edu/PDF/StudentServices/student_handbook11-12.pdf)

II. The University of Saint Joseph adheres to all U.S. copyright laws. Content posted to social media sites must be in keeping with the law, as well as with the University’s Academic Integrity Policy (see 2009-2011 Course Catalog). For information on U.S. copyright law and its application to the Internet, visit: [http://www.copyright.gov/resces.html](http://www.copyright.gov/resces.html).

**Blogging**

The Office of Marketing & Communications oversees USJ-related blogs in that it recruits bloggers and offers them technical proficiency. While bloggers post their own content (not reviewed by OMC prior to posting), they work with the understanding that their blog reflects the University of Saint Joseph and is potentially read by a large constituency. Bloggers adhere to the University’s code of conduct (student, faculty, staff) and the OMC retains the right to deactivate a blog at any time.

**Full Disclosure Required:** Per Federal Trade Commission requirements, any USJ blogger who is employed by the University (as faculty, staff, student worker, etc.) must disclose that he/she is an employee of the University of Saint Joseph.
**Mission**

As part of its comprehensive communications plan, the Office of Marketing & Communications formed a social media committee in 2010. The committee, which is composed of members from the campus-wide community, developed the following social media mission:

The social media committee will develop and maintain the University's social media presence with the goals of:

- building community
- expanding relationships
- and spreading the University's mission through promotion of its brand message.

Inclusive in these goals are the committee's intent to recruit students and unite the University's broad based community through the interactivity of social media.

**Looking to Build a Site?**

We can help! The Office of Marketing & Communications strongly recommends that you meet with a member of our staff to consider what social media platform will best suit your needs. All USJ sites must be build in partnership with Marketing & Communications so we can consolidate statistics and monitor best practices.

If you wish to build an ancillary site, please adhere to these guidelines:

- Learn about social media to find the right platform
- Develop a plan:
  - Who is your audience?
  - What do you want to accomplish?
  - Who will update and maintain the site?
- Follow the University’s editorial and graphic standards as outlined in *The USJ Style Guide* (in MyUSJ/Office of Marketing & Communications)
- Include a Marketing & Communications staff member as a co-administrator. This will enable you to connect to other social media sites, share information, and reach a wider audience.
- Follow the University’s Code of Personal Conduct and Code Ethics as stated in the University’s Employee Handbook
- Keep it fresh! Be sure to factor your social media page into your communications plan. Designate a staff member to update content on a regular basis (once a week at the minimum; if a site goes one month without being updated, the University may deactivate it).

Remember, the OMC is available for advice and guidance; contact Laura Sheehan, manager of creative services, at lsheehan@usj.edu or 860.231.5297.
We are available to:
• Help build your site
• Train staff on the importance of social media. A PowerPoint on “Power and Potential of Social Media” is available on MyUSJ in the Marketing and Communications tab, under OMC presentations.

Best Practices for Social Media
• Remember your audience and remember that you represent the University of Saint Joseph
• Be accurate — check the information you are posting
• Update regularly: once a week or more
• Privacy settings: Privacy settings on USJ social media platforms should be set to allow anyone to see profile information. Be mindful of posting information that you would not want the public to see.
• Respect copyright laws
• Respect your audience, coworkers and the University of Saint Joseph
• Protect USJ personnel: students, prospective students, alumnae/i, faculty, and staff should not be cited or obviously referenced without their approval. Never identify them by name without permission.
• Controversial issues: If you see misrepresentations made about the University of Saint Joseph in social media, you may point them out. Always do so with respect and with the facts. Do not engage in an ongoing argument and please bring all such concerns to Laura Sheehan, manager of creative services, at Lsheehan@usj.edu or 860.231.5297
• Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly — better to remove it immediately to lessen the possibility of a legal action.

Inappropriate Content
The University of Saint Joseph does not pre-screen social media content but it reserves the right to remove content from its sites that are: illegal, obscene, defamatory, threatening, invasive of privacy or otherwise injurious or objectionable.