GOUCHER | college

Social Media Policy

I. PURPOSE AND SCOPE

This policy provides Goucher-affiliated account holders with guidelines for using social media in an official capacity. This policy will aid in building strong relationships and appropriately governing online engagements. This policy does not apply to accounts set up by individuals for personal use but will provide suggestions to persons who communicate about the college regularly.

II. DEFINITIONS

Social media: any platform for online publication and communication, including but not limited to Facebook, Twitter, Instagram, LinkedIn, Snapchat, and YouTube.

Social media users: any individual who utilizes social media for personal or professional purposes.

Account holders or account managers: any individual who posts and has access to a Goucher-affiliated account.

Institutional accounts: the official social media platforms for Goucher College. They operate as the main avenues for college news and updates.

Goucher-affiliated accounts: officially recognized and sanctioned accounts administered by Goucher programs, offices, student groups, etc. These sites have designated account administrators who oversee the content and dialogue. They are required to comply fully with the college's social media guidelines and visual identity standards.

Unofficial/unaffiliated accounts: groups or users who may have an interest in and identify with the college, but who have not started or completed the steps to become a Goucher-affiliated social media account. Unofficial or unaffiliated accounts must not in any way represent themselves as being affiliated with official Goucher College social media.

III. INSTITUTIONAL AND GOUCHER-AFFILIATED ACCOUNTS

Goucher College's Office of Communications oversees the institution's official social media accounts. These accounts include the following:

- Facebook: www.facebook.com/gouchercollege
- Twitter: www.twitter.com/gouchercollege
- Instagram: https://www.instagram.com/gouchercollege/
- LinkedIn: http://www.goucher.edu/linkedin
- Snapchat: https://www.snapchat.com/add/gouchercollege

- YouTube: www.youtube.com/user/gouchercollege
- Flickr: www.flickr.com/photos/goucher

Additionally, there are over twenty (20) active Goucher-affiliated channels across social media. Faculty, staff, and students manage these accounts across the institution. A full list of Goucher-affiliated accounts is available on the college website. This resource can be used to tag relevant offices, programs, and student groups in content applicable to them.

Unaffiliated account managers may contact the Office of Communications for instructions on how to become an affiliated account. The account will be included on this list following the process.

IV.   SOCIAL MEDIA GUIDELINES

If you wish to start a Goucher-affiliated social media page, please contact the social media manager in the Office of Communications before beginning the process. The social media manager can consult with you to provide advice for making a successful social media account.

The Office of Communications will request administrator access to all Goucher-affiliated accounts, to be determined based on the account type. This access is not intended to edit or change your content, but for access to the account if account administrators leave the institution or abandon the social media property.

If the following requirements are met, the Office of Communications will include your accounts in its list of Goucher-affiliated social media accounts:

A. Duplicate Account Search

You will be required to conduct a thorough duplicate account search before launching your account. The search must be conducted on each social media platform on which you want to establish an account. For example, if you want to start a Facebook page for science majors at Goucher, you will need to search for "Goucher College Science" or any similar page on Facebook.

If you find an inactive page that resembles the page you wish to start, try contacting the admin of that page to gain access. If you are unable to become the admin of that account, you may start a new page. We recommend, however, establishing a process by which account credentials are passed to future account managers. The existence of multiple pages can make it difficult for users to find your page.

B. Terms and Conditions

Social media users are required to agree to the terms and conditions (i.e., rules) outlined by a social networking site. Failure to abide by the terms and conditions could result in the suspension or deletion of your account. The Office of Communications encourages you to review each social site's terms before you sign up. You may view a list of terms and conditions from a few social media sites below:

- Facebook: https://www.facebook.com/legal/terms
- Twitter: https://twitter.com/en/tos
- Instagram: https://help.instagram.com/581066165581870
- LinkedIn: https://www.linkedin.com/legal/user-agreement
- Snapchat: https://www.snap.com/en-US/terms/

- YouTube: https://www.youtube.com/t/terms
- Flickr: https://www.flickr.com/help/guidelines

C. Copyright Laws

When sharing the works of others, it is important to follow copyright laws established by Goucher College and United States law. Please seek permission before using any work that is protected by copyright. These works include but are not limited to music, books, movies, and art. In all instances where permission is required, please include your intended purpose for the work when contacting the author. This applies to content published inside or outside of Goucher College.

You do not need to provide attribution on Facebook, Twitter, and LinkedIn content that (1) links to an article or website or (2) is directly shared or retweeted.

Reposting a photo on Instagram, or using a photo you did not take on Snapchat, is not allowed without attribution. You must seek permission from the user/author before you post their content. Once approved, please tag the creator of the work, and include their profile name in the caption. Please acquire written approval for any works you are allowed to repost.

The above guidelines apply when posting content to YouTube. You must seek permission for any audio or video components that are not your own.

On Flickr, every photograph is marked with licensing information. If you see "© All Rights Reserved," you are not allowed to use the work without permission. Any photos marked with a Creative Commons license can be used but with caution. Please view the attribution requirements and follow the instructions carefully. Misuse of the license could result in copyright infringement fines and permanent prevention from sharing the artist's work.

Additionally, you are allowed to share portions of work that are under the "fair use" category. If you are unsure how to obtain permission for copyrighted works, what works are protected, what legal peer-to-peer file sharing allows, or otherwise, please view Goucher's Copyright Policy page. Following are links to each social media site's copyright policy mentioned in this section:

- Facebook: https://www.facebook.com/help/1020633957973118/
- Twitter: https://help.twitter.com/en/rules-and-policies/copyright-policy
- Instagram: https://help.instagram.com/126382350847838
- LinkedIn: https://www.linkedin.com/legal/copyright-policy
- Snapchat: https://support.snapchat.com/en-GB/a/infringement-copyright
- YouTube: https://www.youtube.com/yt/about/copyright/#support-and-troubleshooting
- Creative Commons Flickr Licenses: https://creativecommons.org/licenses/

D. Community Principles

While working, studying, traveling, and posting on behalf of a Goucher-affiliated account, affiliated account holders are expected to represent and reflect the following commitments:

Respect: We will treat everyone within our community with respect and learn from our differences. When conflicts arise, we will work together to come up with mutually beneficial resolutions. We also commit to respect and protect the environment on our campus and in the world.

Inclusion: We will acknowledge and embrace the unique gifts and differences of our community members. Furthermore, we seek to include those who may feel excluded.

Communication: We will communicate with the intent to listen and learn from others while placing a premium on maintaining a safe space for those involved. We will create opportunities for dialogue so that a variety of voices can be heard.

Service and Social Justice: We value active participation in bettering the Goucher community as well as those communities beyond the college where we live, work, and serve. In addition, we seek to understand the issues of privilege and oppression that exist in these communities.

Responsibility: We understand that we are accountable for our own actions, opinions, and beliefs, and for ensuring that our actions are conducive to the safety and well-being of others.

E. Community Guidelines for Bios

To encourage enriching and engaging conversations on your page, the Office of Communications suggests including a written policy on your page's bio that includes the following:

- Welcomes the community to engage in productive and respectful dialogue
- States the categories of content that will be removed from the page
- Informs users that your page is not monitored 24/7
- Informs users to contact the authorities if they have an emergency

1. Facebook

You may use the following language in your Facebook bio (without italics):

We welcome students, faculty, staff, alumnae/i, and community members to participate in productive and respectful dialogue on this page. Please note, however, that visitor posts and comments do not necessarily represent or reflect the views of our institution. Additionally, to encourage a positive online community, we ask that all users refrain from posting content that contains:

- *off-topic, unproductive, repetitive, abusive, unlawful, discriminatory, obscene, threatening, and harassing information;*
- *political endorsements, advertising, promotions, or spam of any sort; or*
- *confidential information that violates U.S. laws, including but not limited to the Family Educational Rights and Privacy Act (FERPA).*

Goucher College reserves the right to remove any content we deem to be offensive or in violation of the above guidelines. Private messages that contain the above comments will not receive a response.

This page is not monitored 24/7. If you have an emergency, please contact the appropriate authorities.

2. Twitter and Instagram

If you are tagging, reposting, or retweeting a social media user's content, please be mindful that your followers may visit their page. If their content is inappropriate, this may affect the reputation of your page, and the college as a whole.

Therefore, Goucher-affiliated pages should include non-endorsement language in their bios. This could help diminish, if not prevent, backlash directed at your page if the individual with whom you engaged posts offensive or inappropriate content in the future.

You may use the following phrase on your profile: "Engagements ≠ Endorsements."

Additionally, account managers should consider creating a text-based "Community Guidelines" Instagram highlight at the top of their page. You may use the Facebook language above to create the highlight. Visit the link for more information on how to create an Instagram highlight.

3. Personal Accounts

Goucher College understands that social media can be a fun way to share your extracurricular activities, accomplishments, and opinions with people around the world. However, the personal use of social media presents certain risks and responsibilities.

The opinions expressed by individuals who identify themselves as Goucher College employees on social media are rarely separated from that of the institution. Therefore, we recommend and encourage these individuals to include an "opinions expressed" disclaimer in their bio.

You may use the following phrase on your profile: "Opinions expressed are my own."

F. Privacy Laws and Policies

Goucher College expects affiliated account managers to seek permission before posting information about students, faculty, staff, alumnae/i, and community members. Please be mindful that the Family Educational Rights and Privacy Act (FERPA) prohibits the sharing of proprietary and confidential information about students.

FERPA is a federal law that protects and governs access to student-education records by public entities. With limited exceptions, institutions are not allowed to share any information in this record without parental or student consent.

FERPA, however, permits the public disclosure of "directory information." This information includes:

- Student name, address, telephone number, email address, and date of birth
- Dates of attendance at Goucher College, majors and minors, degrees received, participation in institutional extracurricular activities or athletics, most recent previous school attended, internship information, and height and weight of athletes

Parents and students can "opt out" of sharing this information, and the college is required to give parents and families a reasonable amount of time to do so. For more information, please refer to the U.S. Department of Education FERPA webpage and Goucher's FERPA policy.

The college also requires faculty and staff to abide by the rules outlined in the Student Social Media Privacy Policy. This policy sets forth appropriate rules to protect student privacy interests while permitting the use of social media for academic, athletic, career-based, and other college activities.

G. Social Media News Submission

Goucher-affiliated accounts must submit the following information to the Office of Communications if they would like to see their news featured on the college's institutional accounts:

- A brief summary of the news, event, or individual they wish to feature
- A link to an article (if applicable) OR a photo you wish to use

A member of the communications team will contact you should they have any questions.

H. Account Holder Recommendations

Goucher-affiliated account holders are responsible for monitoring and communicating college-related information to their followers, and engaging their followers, on a consistent basis. These individuals should use their best judgment when posting content, and they are responsible for hiding and/or reporting information that is harmful or potentially threatening to the Goucher College community. For more information on reporting safety threats or concerns, please visit our website.

Furthermore, please be mindful that social media users could post comments/questions on your page outside of business hours. It is recommended that you check for engagements at the beginning and end of the day in order to respond in a timely fashion. If you are unsure how or if you should respond to a comment, contact the Office of Communications.

I. Managing Crisis Communications

Goucher College's institutional pages are the primary source for a response to crisis communications, including but not limited to campus safety threats and crimes.

Goucher-affiliated pages should not respond or post information about a crisis unless it is a repost or retweet from the official institution's page. This will prevent miscommunication, rumor spreading, and inconsistent messaging. We also suggest canceling all scheduled posts until the crisis has subsided.

If a social media user sends you information about an actual or potential safety threat, immediately contact our Office of Public Safety at 410-337-6112. Keep a screenshot of the threat and, if possible, hide the post on your page. Do not delete the post as it could interfere with the investigation process. Non-safety related inquiries can be reported to the Office of Communications. General questions can be directed to the appropriate office or center.

The Office of Communications also suggests including a sentence in your Facebook page's bio section that states your page is not monitored 24/7 and to contact the appropriate authorities in the event of an emergency.

J. Media Inquiries

Media inquiries to Goucher College may be directed to the Office of Communications.

K. Branding and Style Guidelines

Goucher-affiliated accounts are required to follow the guidelines dictated in the Branding Guide and Style Guide. For questions regarding the branding and style guides, please contact the Office of Communications.

L. Student Photography and Videography Permission

If students are in a public space—such as the Athenaeum—account managers do not need to seek permission from students to take social media photography. For example, you are allowed to take photographs of students at Get in Goucher (GIG), Breakfast After Dark, or any other college-wide event without permission.

Although it is legal to photograph or videotape individuals on public property, account managers are encouraged to post visible signage to notify individuals that photography/videography will be taken during an event. This could aid in protecting students who have opted out of disclosing FERPA information.

V.   ADDITIONAL RESOURCES

Goucher College has established a number of policies and procedures that play a role in institutional communications. The Office of Communications encourages you to review the following policies—and direct your questions to the appropriate office or program:

1. College Branding Guide
2. College Style Guide
3. Computer Use Policy
4. Copyright Policy
5. Digital Identity Policy
6. Digital Millennium Copyright Act (DMCA)
7. Electronic Communication Policy
8. Family Education Rights and Privacy Act
9. Intellectual Property
10. Internet Fraud Information
11. Peer-to-Peer File Sharing and Copyright Law
12. Appropriate Internet Behavior Policies
13. Unauthorized Distribution of Copyrighted Material Policy
14. System Administrator Policy

VI.   CONTACT AND RESPONSIBLE OFFICE

For questions regarding this social media policy, please contact the Office of Communications.