



SOCIAL MEDIA POLICY

Office of Public Information
Effective: November 27, 2012
Revised: January 14, 2016

Purpose

Intellectual exchange, open dialogue, and honest communication are important values at the University of Louisiana at Monroe. Adherence to these values is critical in our approach to the utilization of social media.

We are entering into a new culture of branding for our university, and it is vital all of our communication efforts adhere to and support that brand. Social media is an important communication venue for institutions of higher education because universities target a wide variety of demographics.

ULM's Office of Public information supports ULM employees using this communication method to reach future and current students, alumni, colleagues, donors and friends. Staff members in the ULM Office of Public Information crafted the following policy and subsequent "best practices" to protect personal and professional reputations, as well as maximize the impact of ULM's promotional opportunities in social media.

Employees will use this as a resource for posting content and managing official ULM social media sites. These policies and guidelines apply to all ULM faculty and staff and the social media accounts associated with schools, colleges, departments, and offices.

This policy requires all social media accounts (existing and new) associated with ULM to be approved through an application process. The application (below) can also be downloaded online from ulm.edu/opi and must be submitted to the Office of Public Information, located in Library 211. Applications must be submitted before new sites are established and before existing sites are approved.

Policy

- Prior to establishing social media accounts associated with ULM, one must receive permission from the director of the School or College.
- Each ULM social media site must have at least two full-time employees assigned to updating and monitoring the site each day. One employee will serve as the primary moderator, and

the second employee will serve as the back-up moderator.

- Each ULM official social media site administrator must attend periodic training conducted by the Office of Public Information.
- OPI staff will not pre-screen content on official ULM media sites, but OPI staff will have administrative access to official ULM sites in the case of an emergency. Each ULM social media site must make one staff member of the OPI an administrator.
- Use the approved college or department logo on ULM media sites.
- Do not use ULM logos for endorsements of products, causes, or political affiliations.
- Do not post commentary about another university unless promoting an established collaboration. Additionally, please refrain from negative comments about colleagues, students, administration, and public figures.
- Employees on official business on behalf of the university must refrain from publishing, posting, or releasing any information that might generate media attention or legal questions. This includes, but is not limited to, the nature of an accident or crisis.
- Profile pictures must be approved by OPI. Consider using a photograph shot by the university photographer.
- Protect confidential information about ULM students, employees, and other constituents. Employees must follow federal requirements such as FERPA, HIPAA and NCAA regulations.
- Link back to the university whenever possible. Include ulm.edu in the “about” section on your page. Also include important phone numbers and email addresses for those wanting to learn more about your department or programs.

Best Practices

- On personal sites, if you identify yourself as a ULM faculty or staff member online, be clear the views expressed do not necessarily reflect those of the university. While faculty and staff certainly possess freedom of expression in their personal sites, it is imperative to always remember their association with ULM.
- Be thoughtful in your postings. If you would not say it at a conference or to a member of the media, do not post it online.

- Share positive news about your department. Re-post favorable content from ULM's main Facebook site: www.facebook.com/universitylouisianamonroe and the university site: ulm.edu/news
- Be concise in posting. Facebook status updates should be brief and written in a conversational style.
- Post fresh content 3 to 4 times a week, never exceeding twice a day. Research indicates fans can grow weary from over-posting.
- Delete: solicitors trying to sell a product; hate speech; personal attacks; sexually explicit remarks, and swearing.

Do not delete comments simply because they are negative. Instead, respond to those comments through an open and honest dialogue. If a Facebook administrator needs personal information to assist a student or friend of the university, encourage him or her to contact you offline.