SOCIAL MEDIA GUIDELINE FOR FACULTY, STAFF, AND STUDENTS

INTRODUCTION

Westfield State University embraces the use of social media as an effective means to communicate and build relationships with current and prospective students, alumni, faculty/staff, parents/families of students, and community members.

The following guideline outlines appropriate use of social media by faculty, staff, and students at Westfield State University. The University's social media accounts are official publications of the University.

GUIDELINE FOR USE OF SOCIAL MEDIA ON BEHALF OF WESTFIELD STATE UNIVERSITY

Use of the Westfield State University Name and Logo

- The Westfield State University logo may only be used to identify the University's identity, its programs, and its services.
- The development and use of any other logo, mark and/or symbol is prohibited. The University logo may not be combined with any other feature—including but not limited to other logos, words, graphics or symbols.
- The shape, proportion or color of the University logo may not be altered in any way, and the logo may not be redrawn or altered.
- Do not use the University's name, logos, or accounts to promote or endorse products, political parties/candidates, or personal work/opinions.
- If you have any questions regarding the Westfield State University graphic identity or need to obtain logo art, typefaces or print templates, contact the Marketing Department.

Utilize On-Campus Marketing Resources

- Consistency with branding and high-quality content influence how audiences perceive Westfield State, both on campus and in the public.
- Personal artwork or images must not be used for posts on University-related accounts.
- If you are seeking photography or graphic design for official University campaigns, file a Work Request Form with the Marketing Department.

Maintain Confidentiality

- Do not post or share information about the University or personal, medical, or financial information about students, alumni, faculty, or staff.
- Do not post or comment on legal matters or ongoing investigations.

Emergency Communications

- All social media communication related to an emergency or closing/cancellation will be generated by the Director of Campus Communication, and will be posted on the official University Facebook and Twitter accounts.
- University-related accounts may not make posts regarding an emergency or closing/cancellation, with the exception of sharing posts from the official University accounts.
- During an emergency, scheduled social media posts must be paused and administrators must monitor conversation regarding the situation.

Media Inquiries

- Any media inquiries must be directed to the Director of Campus Communication and/or the Communications Specialist in Public Affairs.

University Announcements

- All major announcements regarding Westfield State University must come from the official University accounts, unless the announcement pertains to a specific department or office. In such a case, the Director of Campus Communication will designate the release of news.
- Administrators of University-related accounts can share posts regarding announcements from official accounts.

Access of University Accounts

- All University-related social media accounts must be linked to a department email account.
- More than one employee must have administrative access to each account.
- Administrators of University-related accounts must provide the Social Media and Digital Content Coordinator with account login credentials. If changes to credentials are made, updates must be provided to the Social Media and Digital Content Coordinator
- Administrative access will be terminated upon an employee's separation from employment, reassignment to a different position, or for disciplinary reasons.
- If a University-related account is linked to an individual person, that person relinquishes all rights to the account, unless they work with the Social Media and Digital Content Coordinator to transfer ownership of the account.

Respect Copyright and Fair Use

- Use of third-party copyrighted or trademarked material or intellectual property rights of others is prohibited and can impact the University

Be Respectful

- Maintain a neutral, unbiased voice when making posts or comments.
- What you say in posts and share through photos should reflect the University brand in a positive light.

Do Not Create or Endorse Fundraising Campaigns

- Fundraising efforts of any kind must not be created, shared, or promoted through University-related accounts.

Respect University Time and Property

- Employees should use University computers/devices and their work time for only University-related business.

GUIDELINE FOR PERSONAL USE OF SOCIAL MEDIA BY FACULTY/STAFF AND STUDENTS

You are Responsible for What You Post

- Be mindful about the content that you post on social media – users are responsible for what they post on their own accounts and on accounts of others.
- Social media users can be held liable for comments and/or deemed to be copyright infringement, defamatory, or threatening.
- Do not share personal information about others unless you have their permission.

An Affiliation with Westfield State University on Your Account Can Impact the University

- If you identify your affiliation with the University in your account or in comments, users will naturally associate you with the University.
- All posts, comments, and actions made on social media can impact the reputation and brand of the University.
- Consider including a statement on your account that indicates that your views are personal and are not on behalf of the University.

BEST PRACTICES FOR MANAGING A UNIVERSITY-RELATED SOCIAL MEDIA ACCOUNT

Be Accurate

- Ensure that your content is an accurate representation of your department, organization, and the University as a whole.
- Always double check spelling and grammar and if you make an error, correct it quickly. If necessary, verify information with a source prior to posting.

Be Active

- A social media presence requires adequate planning and communication in order to be successful.
- University-related accounts must be updated at least weekly, if not daily, all year-round.
- Not every group or organization will generate enough content to sustain a page—using the main University channels to promote your program may be the best approach.
- It's not advisable to try to maintain a presence on every platform. A better approach is to start on one platform and focus on posting consistent, valuable content.
- If a University-related account is inactive for six months or more, the Social Media and Digital Content Coordinator will request deactivation of the account.

Monitor Comments

- Comments are an essential component of social media. Understand that not all comments will be positive, and respond to negative comments professionally and by providing information that may help resolve the issue.
- Monitor your accounts for inappropriate or offensive remarks, but avoid deleting comments.
- If you encounter issues or threats related to students, faculty/staff or the campus, direct them to Public Safety.

CREATING UNIVERSITY-RELATED SOCIAL MEDIA ACCOUNTS

1. Define your goals and scope of the account.
    a. Who is your audience?
    b. Can you devote at least an hour per day creating content and managing the account?
    c. What content will you create?
    d. What platform(s) will be used?
2. Arrange a meeting with the Social Media and Digital Content Coordinator to discuss your goals.
3. If you aim to create a Facebook page, the Social media and Digital Content Coordinator will create the page and provide administrative access to the designated faculty/staff member(s). For any other platforms, login information must be shared with the Social Media and Digital Content Coordinator.
    a. The Social Media and Digital Content Coordinator will not manage the account, but is simply a backup if login information is forgotten.
    b. Accounts can only be registered by faculty/staff using department university email accounts.
4. Submit a Marketing Request for help designing or selecting a profile photo, cover photo, or any other images for the account.
5. Register for the account and start posting content. Only follow University-related accounts and other appropriate users, nothing that reflects negatively on the University

6. Measure success using built-in insight tools. Contact the Social Media and Digital Content Coordinator with questions or assistance.

ENFORCEMENT AND REVIEW

The University reserves the right to review, remove, and deny content that is considered inappropriate or inconsistent with posting guidelines and practices.

Content that the University determines is offensive, threatening, libelous, defamatory, obscene, aligns with hate speech, or is otherwise objectionable or violates any party's intellectual property will not be tolerated and is subject to be removed.

Requests for exemption to this guideline should be directed to the Social Media and Digital Content Coordinator and accompanied by written justification for the exemption request.

This policy will be reviewed annually by the Social Media and Digital Content Coordinator, the Director of Marketing, and the Director of Campus Communications.