

Responsible Official: Social Media Manager
Responsible Office: Marketing & Communications
Next Review Date: July 2022
Website Address:
<https://myumo.moc.edu/services/ir/Policies/Public%20Policies/SocialMedia.pdf>

SOCIAL MEDIA POLICY

POLICY STATEMENT

The use of social media at the University of Mount Olive (UMO) is governed by the same laws, policies and Covenant that apply to all other activities at or concerning UMO. The UMO Social Media Policy only applies to social media accounts created to represent UMO “organizations”, *i.e.*, groups, departments, programs, entities, etc., and does not apply to private individual accounts.

REASON FOR POLICY/PURPOSE

Current and future students, faculty, staff, alumni, and donors are utilizing mediums such as Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, and many others to interact and stay connected. UMO believes that having a presence in these areas will allow the University to broadcast information and interact with the public. In order to operate within these mediums effectively, the Social Media Policy has been developed to ensure that any and all interactions on behalf of UMO represent the University’s best interests.

POLICY/PROCEDURES

Steps in Creation of University Officially-Recognized Social Media Accounts

To create a UMO officially recognized social media account, a UMO organization will:

1. Designate at least two (2) UMO employees to serve as account administrators for the account.
2. Obtain approval from the UMO Social Media Manager for the organization to be recognized by the University as an official UMO social media account.
3. Provide the organization’s page/account name to the Social Media Manager upon creation of the approved social media account.

Upon approval, the UMO Social Media Manager will then:

1. Create a link from the University’s official page to the organization’s page and
2. List the organization on the UMO’s official social media accounts under the “Likes”/“Follows” area.

Guidelines for Account Administrators

UMO employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible for removing content that may violate the University’s Conduct Policies.

- If a UMO employee administrator encounters negative posting(s)/comments on their organization’s UMO account about their organization or UMO, they are to contact their immediate supervisor and the Social Media Manager immediately on how to proceed and/or respond --without first deleting the material in

- question.
- If a UMO employee administrator of an account leaves the University, or no longer wishes to be an account administrator, it is that individual's responsibility to designate another UMO employee to be an account administrator prior to removing himself or herself from that role and to notify the Social Media Manager when a new administrator takes over.
- If a UMO social media account appears to be dormant or unused for a period of time, the Social Media Manager may contact its administrator to determine if there is an issue that needs resolving or if the account needs to be deleted.

Guidelines for Providing Content

All content providers to UMO officially recognized social media accounts are expected to abide by these guidelines :

By posting content to any UMO officially recognized social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the University harmless for any claims resulting from the content.

- Use good judgment about content and respect privacy laws. Do not include confidential information about the University, its staff, or its students.
- Representation of your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited.
- You may not use the UMO name to promote or endorse any product, company/organization, cause, or political candidate.
- You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.

You are to carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Posts on social media sites, while social and light-hearted in nature, should protect the University's institutional voice by remaining professional in tone and in good taste.

- Be truthful, accurate and complete in describing UMO programs and services.
- Refer to the UMO Presentation Standards and Graphic Standards Policy Statement for questions regarding use of the University logo and associated colors.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- Respect the views of others, even if you disagree.
- Strive to be accountable to UMO audiences via regular updates and prompt responses when appropriate.

NOTE: UMO is not responsible for pre-screening content posted on its social media sites. Notwithstanding, UMO reserves the right to monitor its sites and remove, without notice, including but not limited to, any content that it deems to be harmful, offensive, threatening, obscene, a violation of intellectual property rights or privacy laws, injurious or illegal, commercial in nature, or otherwise in violation with this Policy.

CONTACTS

Director of Marketing
Social Media Manager

APPROVED BY

Executive Council

APPENDICES (INCLUDING ANY FORMS/INSTRUCTIONS)

None

HISTORY/REVISION DATES

Original adoption date(s): November, 2012

Last Amended date: editorial revision May, 2019; editorial revision July 2020

End Date for Policy (if applicable): None

RELATED COMPLIANCE STANDARDS/EXTERNAL POLICY DOCUMENTS:

SACSCOC Standards: 14.1 (Publication of accreditation status), and 10.5 (Admissions policies and practices)