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SOCIAL MEDIA POLICY

Policy Title: Social Media Policy
Policy Type: Administrative
Policy Number: Administrative Policy # 50-08
Approved: ____/____/2019
Responsible Office: Office of Communications and Marketing
Responsible Executive: Vice President of University Advancement
Applies to: University Community

POLICY STATEMENT

Norfolk State University supports the need to increase our social media presence as a unified higher learning institution. This is an effort to reach prospective students, elevate the accomplishments of currently enrolled students, to promote the achievements of faculty/staff and alumni and to inform the entire community about our programs and offerings.

Our primary goal is to encourage colleges, schools, departments, programs, groups, and entities to be active in the social space and create social media accounts to build more enriching relationships with each other and the community.

The Office of Communications and Marketing has developed a social media policy to ensure that any and all interactions on behalf of NSU represent the University’s best interests.

APPLICATION OF THIS POLICY

This policy will apply to social media accounts created by the University’s employees for the official business of Norfolk State University including faculty, groups, departments, programs, entities, etc.

It will impact students, faculty and staff members who choose to use social media to communicate with stakeholders of Norfolk State University. These channels will include but are not limited to Facebook, Twitter, Instagram, LinkedIn, Flickr, YouTube, Snapchat, Pinterest, etc.

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DEFINITIONS

Officially Recognized Account: Any social media account created by an employee of Norfolk State University for the purpose of promoting the University’s brand is considered officially recognized once the chosen administrator(s) has agreed to the provisions outlined in the social media policy and the account is listed in the social media directory on nsu.edu.

Administrator: Any person who has been designated as the individual who will take full responsibility for content posted on an officially recognized social media account. Each department should assign two people who shall assume this role. These individuals will also have administrative control of every channel connected to that department and can make all changes necessary to each account

Post: A social media post can consist of plain text, photos, video, or links uploaded to a social media platform.

Social Media: An online communications channel that is designed to create a social interaction by publishing various types of content including hyperlinks, photos, and videos. This type of media uses the Internet, web-based and mobile-based technologies to transform how people communicate with one another and receive news.

Hashtags: On social media, a hash or a pound sign (#) is used to identify messages on a specific topic. Once these words including the pound sign are included in a post, the social media platform will group them with other posts that include the same kind of content.

Facebook: With more than one billion active users, Facebook is the world’s largest social media platform. It allows registered users and companies to create pages/profiles to communicate with a preferred audience. Facebook provides a host of marketing tools to help users reach their target audiences more efficiently. This can be achieved using organic or paid means.

Instagram: This social media platform is a mobile photo sharing network used by more than 1 billion active users. Users are able to share their experiences using photos and videos posted to their profiles.



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Snapchat: Snapchat is a mobile messaging service from Snap, Inc. that sends a photo or video to someone that lasts up to only 10 seconds before it disappears. Users can post photos, videos and messages quickly.

Twitter: Twitter is a social networking microblogging service that allows registered members to broadcast short posts called tweets. These tweets may include hyperlinks and are limited to 280 characters.

YouTube: YouTube is a web video service that allows users (individuals, corporations, colleges and universities) to search or post raw or produced video footage directly to its servers. The website is the world's most used search engine.

**The social media platforms used by the NSU Office of Communications and Marketing are subject to change or be discontinued based on popularity and social media trends. Once the account is no longer used, the social media profile will be deleted and the directory is updated. Respective departments should adhere to similar tactics and be sure to update their directory listing on nsu.edu.*

CONTACT(S)

The Norfolk State University Office of Communications and Marketing Policy officially interprets this policy. Communications and Marketing is responsible for obtaining approval for any revisions as required by BOV Policy # 01 (2014) Creating and Maintaining Policies through the appropriate governance structures. Questions regarding this policy should be directed to the Norfolk State University Office of Communications and Marketing at marketing@nsu.edu or 757-823-8373.

STAKEHOLDER(S)

The Norfolk State University Community including faculty, staff, current students, alumni, donors, members of the community and prospective students.

SOCIAL MEDIA POLICY CONTENTS

Norfolk State University employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other University constituents apply online and in the social media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites.

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1. Employees must use good judgment about content and respect privacy laws including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA) of 1996. Do not include confidential information about the University, its staff or its students. Examples include posting about a student's grades or performance, admission status, address, email, phone number, social security number, and any/all information that would be covered by FERPA; personally identifiable health information such as medical conditions or injuries or healthcare sought or received; and other private personal information that the person has not consented to have published. The University will not ask, nor should an individual send, credit card or payment information, classified information, privileged information, private information or information subject to non-disclosure agreements via any social network.
2. Employees must not post items that contain vulgar language, obscene material, threatening or any other content that is a violation of intellectual property rights, privacy laws or otherwise injurious or illegal.
3. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. Norfolk State University's name or marks may not be used to endorse any opinion, product, religion, private business cause or political candidate.
4. By posting content to any social media site, the social media user represents that the user owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by [Fair Use \(Please see Copyright 101 for more information\)](#). Social media users also agree that they will not knowingly provide misleading or false information and that they will protect and hold the University harmless for any claims resulting from the content.
5. While NSU is committed to the protection of academic freedom and freedom of speech, it does not regularly review content posted to social media sites. Under this Social Media Policy, the Communications and Marketing Department has the right to do so. It may remove or cause the removal of any content for any lawful reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
6. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations, employees must provide a link to the original material if applicable. If you don't know how to link social media material, please contact the NSU Office of Communications and Marketing for more information.
7. Employees must refrain from using information and conducting activities that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is

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protected by privacy or intellectual property laws, contact NSU's Department of Human Resources.

8. If an employee maintains his or her own personal social media accounts, they should avoid creating confusion over whether or not the account is associated with NSU. If you identify yourself as a Norfolk State University faculty or staff member online, it should be clear that the views expressed on your site are not those of the University and you are not acting in your capacity as an employee. While not a requirement, NSU employees may consider adding the following disclaimer to personal social media accounts.

"While I am an employee at Norfolk State University, comments made on this account are my own and not that of the University. This account is not endorsed by Norfolk State University. The opinions expressed are not affiliated with the institution and are solely from the author or authors who post content."

RESPONSIBILITIES UNDER THIS POLICY:

Use of Social Media Sites for General Business, Communications and Marketing

The Social Media Manager of Communications and Marketing will be responsible for administering this policy.

The Social Media Manager will provide input and assist in University outreach and training on this policy and best practices. The Social Media Manager will manage the day-to-day application process and will update the Norfolk State University directory as needed.

Administrators may contact the Social Media Manager or anyone on the Communications and Marketing Team at any time for consultation at socialmedia@nsu.edu.

The following requirements apply to all officially recognized University Social Media accounts:

- a. All applicants for officially recognized social media accounts are required to submit the profile image/avatar of each account as part of the application process to ensure that NSU's branding standards are met.
- b. All social media accounts officially recognized by the University must have at least two NSU employees as administrators at all times to ensure adherence to this policy.
- c. Should an NSU employee administrator of an account leave the University for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another employee to be an account administrator and remove the former employee's administrative permissions to the site.

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- d. If there are not two employees available to serve as administrators, at least one person must be designated from each area.
- e. If there are any problems identifying a new administrator, please contact the Office of Communications and Marketing for assistance.
- f. NSU employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible to remove content that may violate the University's policies.
- g. The Office of Communications and Marketing is not responsible for posting content to any department's social media channels nor are we obligated to post any college/school's content to the University's main pages. The Office of Communications and Marketing will often post photos, event information from various colleges/schools that will appeal to the larger University audience. The Social Media Manager will provide necessary consultations if any department requests more assistance beyond initial trainings.

TERMS AND CONDITIONS:

A social media account often requires the account creator to agree to certain terms and conditions for use of the site by clicking "yes" or "I accept" as part of the account creation process.

These are legal contracts and they often contain terms and conditions that create risks for the account creator and the University (for officially recognized NSU accounts). In view of this, NSU has adopted this policy to manage these agreements and mitigate the risks they create. Only account administrators, and no other employees, are delegated authority to create official social media accounts through completion of the application process and approval by the Office of Communications and Marketing.

APPROVAL PROCESS:

All departments, colleges, and organizations connected to Norfolk State University must go through an approval process to be officially recognized.

Leadership of each area must identify two individuals who will be responsible for monitoring and managing their specific University social media accounts.

The administrators must fill out an online application on nsu.edu/social-media, and their names and contact information will be added to a database in the Communications and Marketing Department.

Once this form is completed and submitted, the Communications and Marketing Department will look at each social media account to ensure they meet University standards and suggest changes if



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necessary. Once this auditing process has been completed, it will then be added to a directory on nsu.edu/socialmedia that lists all University social media sites.

PUBLICATION

This policy shall be widely published or distributed to the University community. To ensure timely publication and distribution thereof, The Office of Communications and Marketing will make every effort to:

- Communicate the policy in writing, electronically or otherwise, to the University community within 14 days of approval;
- Submit the policy for inclusion in the online Policy Library within 14 days of approval;
- Educate and train all stakeholders, and appropriate audiences on the policy's content.

REVIEW SCHEDULE

- Next Scheduled Review: MM/DD/YYYY
- Approval by, date: MM/DD/YYYY
- Revision History: *New Policy*
- Supersedes: *None New Policy*

RELATED DOCUMENTS

1. Norfolk State University Facebook Page: <https://www.facebook.com/Norfolk-State-University-114887855927/timeline/>
2. Norfolk State University Twitter: <https://twitter.com/norfolkstate>
3. Norfolk State University YouTube: <https://www.youtube.com/user/NSUMarketing>
4. Norfolk State University Instagram: https://instagram.com/norfolk_state_university/
5. Norfolk State University LinkedIn: <https://www.linkedin.com/school/norfolk-state-university/>



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FORMS

Social Media Toolbox: The Social Media Toolbox provides a set of standards and tools to be used by University communicators to build consistent, clear, and positive images of the University in the minds of constituents. It includes detailed information on the brand use of the logo, colors and typography <https://www.nsu.edu/About/Administrative-Offices-Services/Communications-and-Marketing/Brand-and-Visual-Identity/Brand-Logo>

Social Media Application: Coming soon

Graphic Standards: Coming soon