

Policy for Official Social Media Use at IPFW

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Statement of Policy

Employees posting on official university social media outlets

- Follow the law. Posts must comply with laws including those governing copyright, intellectual property, libel, slander, privacy, and information security.
- Follow university policies. Posts must comply with all policies, rules, and regulations of the university.
- Follow university statements. Posts must comply with university statements on diversity, civility, and integrity. See ipfw.edu/about/statements/ for details of these statements.
- Follow the Terms of Service. Adhere to the Terms of Service for the selected social media outlet.
- Protect confidential information. Posts should never include confidential information about or from the university, its employees, students, or alumni.
- Avoid confusion about personal postings. When employees post personal opinions and mention their university work duties, the post should clearly identify the statement as a personal opinion, not an official university position.
- In addition to the social media policy and procedures in this document, affected individuals and entities are also responsible for following the "Information Technology Policy Committee Policy for IPFW Pages on the World Wide Web" (ITPC 98-1).

Use of university logos and identifying marks in social media outlets

- Only official university social media outlets may use the university logos and identifying marks.

Guidelines for posts appearing on an official university social media outlet

- Respect opinions expressed by others. All views, respectfully presented, are welcome on an IPFW social media outlet.
- Use good judgment. Do not post in a way that reflects badly on the university.
- Be accurate. Make sure all posted information is correct and timely.
- Do not promote non-IPFW commercial activities.
- Maintain decorum. IPFW reserves the right to suspend access and/or remove comments, videos, images, blog posts, and other such items from any official university social media outlet at its discretion.

Reason for This Policy

Indiana University–Purdue University Fort Wayne (IPFW) recognizes the value of social media outlets such as Facebook, Twitter, YouTube, and other tools for disseminating information and engaging university audiences.

Social media outlets foster immediate two-way communication. The technologies support and encourage feedback and conversation between the general public and university staff, as well as direct commentary on posted information. Because of social media's immediacy, postings to social media outlets require extra care and attention, as any post can quickly pass from person to person, reaching far beyond the initial audience.

Therefore, social media use requires a modified set of policies that begin as an extension of the "Information Technology Policy Committee Policy for IPFW Pages on the World Wide Web" (ITPC 98-1) but also extend beyond the web into those areas unique to social media, thus requiring this policy.

Individuals and Entities Affected by This Policy

This policy applies to all IPFW administrative units, academic departments, and university-sponsored organizations that operate social media outlets.

It also applies to all IPFW faculty, staff, and student employees, as well as members of IPFW-affiliated organizations.

Portions of this policy affect postings made by the general public to an official IPFW social media outlet.

Who Should Know This Policy

All university employees who use social media for the university should be familiar with this policy.

Exclusions

This policy does not cover these types of social media use:

- Social media outlets established by faculty in support of instructional activities.
- Personal accounts owned by employees or students.
- Social media outlets operated by both recognized and ad-hoc student organizations.

The use of social media by employees, students, and student organizations is governed in accordance with the IPFW *Code of Student Rights and Responsibilities* and other university policies.

Contacts

For questions about this policy, to register a new social media presence, or to report a suspected violation of the policy, please contact:

John Kaufeld
Online Marketing Specialist
kaufeldj@ipfw.edu
voice 260-481-6848

Definitions

- Social media service: online services and platforms not hosted by the university such as Facebook, Wordpress, Twitter, Posterous, Tumblr, YouTube, Flickr, and so on. This also includes multimedia content such as podcasts.
- Social media outlet: an active publishing outlet (Facebook page, Twitter account, blog, podcast, etc.) offered through a social media service, whether hosted on university servers or with an outside party.
- Sponsor: the academic department, administrative unit, or university-sponsored organization operating a social media outlet.
- Official social media outlet: a social media outlet operated by a sponsor.
- Caretaker: the person responsible for maintaining an official university social media outlet.

Responsibilities

Sponsor Responsibilities

These responsibilities apply to all sponsors of official social media outlets:

- Identify the caretaker responsible for the social media outlet:

- For departments, units, and university-sponsored organizations, the caretaker should be a full-time faculty or staff member. Students should not be designated as the caretakers of a social media outlet for any department, unit, or university-sponsored organizations (with the exception of student government). Caretakers may delegate portions of their duties to other faculty, staff, and students, but the caretaker is ultimately responsible for the social media outlet.
- For student government, both a student and the Director of Special Projects - Student Activities should be identified as caretakers.
- Notify University Relations: Sponsors creating and maintaining social media outlets will notify the Online Marketing Specialist in University Relations and Communications about their outlet. The sponsor must provide the following information to University Relations:
 - name of the sponsoring department, unit, or organization
 - social media service used for the outlet
 - caretaker(s) responsible for the outlet
 - complete contact information for the caretaker(s)
- Ensure that the University Relations Online Marketing Specialist (or other designee specified by the Executive Director of University Relations) has administrator access to the social media outlet to support the sponsor and the university in urgent or emergency communication situations.
- Follow all university policies relating to social media use.

Caretaker Responsibilities

The caretaker is responsible for monitoring, managing, and adding content to an official social media outlet. When caretaking an official social media outlet, the caretaker appears to the outside world as an official voice of the university. This role should be taken seriously.

Caretakers of an official university social media outlet will:

- regularly monitor the social media outlet and reply to posted comments and other items.
- regularly generate and post new content to the social media outlet.
- know, understand, and follow university policies relating to social media use.
- coordinate with University Relations concerning questions, concerns, or advice about operating the social media outlet.

University Relations Responsibilities

URC staff will assist both the caretaker and the sponsor with strategy, design, and training relating to social media usage.

The Online Marketing Specialist will:

- maintain a master list of official university social media outlets.
- assist departments with training, coordination, message development, and cross-promotion activities to benefit the university.

- provide back-up support to sponsors and caretakers during urgent or emergency communication situations.

To reach the Online Marketing Specialist, contact University Relations at x16848, x16808, or x16105.

Procedures

Starting a social media presence

To create a social media presence, a sponsor will follow these steps for notifying University Relations:

1. Select the caretaker responsible for the social media outlet.
 - For departments, units, and university-sponsored organizations, the caretaker should be a full-time faculty or staff member. Students should not be designated as caretakers of a social media outlet for any department, unit, or university-sponsored organizations (with the exception of student government). Caretakers may delegate portions of their duties to other faculty, staff, and students, but the caretaker is ultimately responsible for the social media outlet.
 - For student government, both a student and the Director of Special Projects - Student Activities should be identified as caretakers.
2. Notify University Relations: Sponsors creating and maintaining social media outlets will notify the Online Marketing Specialist in University Relations and Communications about their social media plans. The sponsor must provide the following information to the Online Marketing Specialist:
 - name of the sponsoring department, unit, or organization
 - social media service used for the outlet
 - caretaker(s) responsible for the outlet
 - contact information (office phone, home/mobile phone, email address) for the caretaker(s)
3. Provide administrative access: Sponsors must give the University Relations Online Marketing Specialist administrator access to the social media outlet. This access gives the Online Marketing Specialist the ability to support the sponsor and the university during urgent or emergency communication situations.

Changing the caretaker or administrative access

When a sponsor assigns a new caretaker or changes the password or other administrative access to a social media presence, the sponsor will notify the Online Marketing Specialist.

Shutting down a social media presence

If a sponsor chooses to stop using a social media presence, the sponsor will notify the Online Marketing Specialist.

Disclaimers

Link Disclaimer

In the course of regular use, a social media outlet may periodically contain links to Web sites and services outside the ipfw.edu domain. IPFW is not responsible for the privacy or copyright practices, activities, or content of these independent sites. These sites, as well as content available through links to and from them, are not necessarily screened, reviewed, or endorsed by IPFW.

Opinion Disclaimer

Opinions expressed through or on a social media outlet do not necessarily represent the official views of IPFW.

Related Documents, Forms and Tools

For other social media marketing support and training materials, contact the Online Marketing Specialist x16848.

History and Updates

This is the first policy statement to address social media usage.