



## **Notre Dame College Social Media Policy**

*Last updated 02/11/2014*

### **Purpose of Notre Dame College Social Media Policy**

The Notre Dame College Social Media Policy establishes guidelines for the use of social media accounts created by College employees for the official business purposes of the College. These guidelines will help to properly portray, promote and protect the institution across social networks of all kinds, including but not limited to Facebook, Twitter, LinkedIn, YouTube and Flickr; their aim is that all officially recognized College social media accounts feature a professional, unified and brand-appropriate appearance; and they provide a framework for most effective communication by departments, offices, clubs and athletic teams, while maintaining a coherent voice without stifling individual creativity.

### **Purpose of Notre Dame College Social Media Accounts**

Official Notre Dame College social media accounts share the success story and promote the image of the institution, serve as a news sharing and recruiting tool, and promote the mission of the College to educate a diverse population in the liberal arts for personal, professional and global responsibility.

### **Policies**

- All officially recognized Notre Dame College social media accounts will be listed on the College website at [NotreDameCollege.edu/about/news/social](http://NotreDameCollege.edu/about/news/social). All officially recognized College social media accounts must be reviewed and approved by the College Communications Office through an application process before they go live.
- All officially recognized College social media accounts must be named after a department, office, club or team. They CANNOT be named after an individual, such as @FalconsCoachJohnDoe. Social media accounts of student organizations require the approval of the Dean of Students.

- All officially recognized College social media accounts must have at least two responsible employee administrators assigned. They are required to use their @ndc.edu e-mail addresses to establish and maintain the accounts.
- Should an employee administrator leave the College or no longer wishes to be an administrator, his or her department, office, club or team must designate another employee administrator and remove the previous employee's permissions to the account.
- All officially recognized College social media accounts must submit their profile/background image as part of the application to ensure the College's branding standards are upheld.
- All officially recognized College social media accounts must feature an "Official NDC Social Media Account" logo on their profile/background image. 8. All officially recognized College blogs must be hosted on the College website NotreDameCollege.edu/blog or Falcon Athletics website NotreDameFalcons.com.
- All officially recognized College blogs must be hosted on the College website NotreDameCollege.edu/blog or Falcon Athletics website NotreDameFalcons.com.
- Employees representing the College on officially recognized College social media accounts are held responsible for what they post. When you publish on behalf of the College, exercise good judgment and common sense. Correct spelling and grammar are required.
- All social media posts should relate to the College or a topic in connection with the department, office, club or athletic team. In other words: Don't post what you had for breakfast or what a gorgeous couple Ryan Reynolds and Sandra Bullock make.
- Employees representing the College on officially recognized College social media accounts should consider their audience. Remember that your followers include current students, potential students, alumni, donors, current/past/future employees, and the community at large. Before you publish, make sure you aren't alienating any of those groups.
- Employees representing the College on officially recognized College social media accounts must refrain from comments that can be interpreted as slurs, demeaning or inflammatory. Don't post anything violating the principles and mission of the College, and don't share any personal opinions as they could be perceived as the College's views.
- One of the strengths of social media is immediacy. Employees representing the College on officially recognized College social media accounts should strive to respond to incoming comments, questions and requests in a timely and courteous manner. People will test you to see if you are monitoring your site. Be responsive.

- Employees representing the College on officially recognized College social media accounts must respect copyrights and fair use. Always give people proper credit for their work, and make sure you have the right to use photos, videos and text with attribution before you publish.
- Employees representing the College on officially recognized College social media accounts must not disclose proprietary information or data, trade secrets, or other confidential non-public information of the College.
- Employees representing the College on officially recognized social media accounts must not violate any College policy, including but not limited to any policy prohibiting unlawful harassment or otherwise regarding equal employment opportunity or the privacy rights of other employees of the College.
- Inappropriate, offensive, injurious and illegal content on officially recognized College social media accounts may be removed by account administrators at the direction of the College Communication Department. Violation of principles outlined in this policy may result in removal from the College's social media listing and shutting down of the social media account.
- Consult the College's Brand Standards Guide for the use of official College logos, colors and fonts on officially recognized College social media accounts.
- The College's logos and/or visual identity must not be used for personal social media accounts without permission from the College Communications Office.
- For policies regarding employees' personal use of social media, refer to the Notre Dame College Employee Handbook.

If you have any doubt about posting content on official Notre Dame College social media accounts and for more information on creating and using official College social media accounts, contact Paula Baughn, director of print & digital communications, at [pbaughn@ndc.edu](mailto:pbaughn@ndc.edu) or 216.373.5301.