Wofford College Social Media Guidelines
Adopted June 2012

Policy
The purpose of these guidelines is to help Wofford communicators understand how Wofford policies apply to communications technologies such as blogs and social networking sites, and to guide them in using these platforms. The guidelines apply to material that various Wofford offices publish on Wofford-hosted websites and related Wofford sites, such as those on Facebook, Twitter and YouTube. (Note that, for now, Wofford has determined that no official college use of Pineterest is authorized.)

Any questions about these guidelines should be directed to the Vice President of Communications and Marketing, Doug Gabbert, at gabbertdc@wofford.edu.

Rationale
Blogs, social networks and websites such as Wikipedia, Facebook, Twitter, Flickr and YouTube are exciting channels for Wofford communicators to share knowledge and connect with key audiences, including students, prospective students, alumni, donors and others who may not consume “traditional” media as frequently as others. Wofford supports this kind of participation in online communities and maintains a strong commitment to academic freedom in these channels. Because social media channels are evolving every day, these guidelines were adapted from respected online and industry sources to provide guidance in using these forums effectively, protecting personal and professional reputation and following college policies. They also may be adapted as new social media networks become available.

Procedures
There are four types of college-related social media accounts:

1) Institutional accounts – these represent the official college social media communication venues. These sites are created and managed by the Office of Information Management and the Office of Communications and Marketing, collaboratively. No additional administrators outside of these two offices – IM and OCM – can be added without the permission of the vice presidents of these two divisions.
   a. Facebook
   b. Twitter
   c. YouTube

2) College-recognized departmental/unit accounts – these represent official college units and have full-time college employee assigned to administer the accounts. College units associated with a recognized account are responsible for the content. It is the responsibility of the account administrator to oversee the content and dialogue. These also may be monitored by administrators in IM and OCM.
3) Student organization accounts – these represent recognized student organizations that are affiliated with the college. When using the college’s visual identity (name and/or logo(s)), the usage must meet the Graphics Standards Policies [http://www.wofford.edu/uploadedFiles/newsroom/newsImagesPhotos/New_Logo s_2012/Graphics%20Standards%20Policies_final4.pdf]. These accounts also are required to fully comply with the college’s social media guidelines. These also may be monitored by administrators in IM and OCM.

4) Unaffiliated accounts – these represent groups of users with a common interest and identification with the college, such as incoming first-year students who may create a Facebook group to establish connections prior to attending Wofford. If these accounts choose to use the college’s visual identity (name and/or logo(s)), the usage must meet the Graphics Standards Policies and may be monitored by administrators in IM and OCM.

Registering your Wofford-related account:

Benefits to having a Wofford-registered social media site include:

1) The site will be listed on the Wofford Social Media Director online, aimed at driving users to the accounts.
2) It will receive a legal disclaimer stating that it is a Wofford-recognized account.
3) It will be connected to Wofford’s institutional (main) profiles on Facebook, Twitter and YouTube.
4) Administrators will have access to college created and approved icons and social media designs that can be used and adapted for individual departments or units.

Guidelines on registering your site:

1) Registration may be applied for by any college department or unit wanting to maintain a social media presence within a college affiliation.
2) At least one Wofford employee must be registered as the account administrator for the purpose of identifying the accounts’ contact person and to provide continuity. As a best-practice suggestion, OCM recommends two staff members have access to the social media account(s).
3) To apply for registration, provide the OCM [woffordnews@wofford.edu] with the following information:
   a. Department/unit name
   b. Desired social media identification (such as facebook.com/woffordWellnessCenter)
   c. Names and Wofford email addresses of two staff administrators
   d. List what social media venue(s) you wish to register (Facebook, Twitter, YouTube)
4) ALL current social media accounts must be registered with IM and OCM.
Other considerations

**Understand your department/unit/organization’s strategy** – Social media efforts should be part of a larger communications strategy. Understand your goals and objectives within the mission of the college as well as your unit. What are you trying to accomplish and why? Who is your audience? What do you want them to do (apply, donate, attend events, etc.)? Is social media the best way to do this?

**Follow all applicable Wofford policies** – You must not share confidential or proprietary information about Wofford College, its personnel or its students, for example.

**Remember that everything is public** – There is no such thing as a “private” social media site. Don’t post anything that may haunt you later.

**Be respectful** – Even if you provide a disclaimer that your views are your own, readers seeing your Wofford affiliation may read your words as representing the college.

**Be transparent about your role at Wofford** – If you participate in or maintain a social media site on behalf of Wofford, clearly state your role and goals. Strive for accuracy, correcting errors quickly and visibly. If you have questions about whether it is appropriate to write about certain material, ask your supervisor first.

**Moderate comments and discussions** – Social networking sites are participatory and involve sharing among multiple users. It is important to monitor live discussions for off-topic or abusive comments. Whenever possible, moderate comments and be transparent in doing so.