

PURPOSE

To establish university-wide standard for the use, creation, and management of all official university social media accounts.

SCOPE

Compliance with this standard is necessary for inclusion on the website (marybaldwin.edu) and recognition by the university. Its provisions apply to all affiliated social media accounts and sites created for the purpose of conducting official business.

STANDARDS AND POLICIES

This policy applies to all Mary Baldwin University employees and institutional representatives, including faculty, staff, students, alumni, and other individuals who act as institutional representatives in either a paid or volunteer capacity.

All university accounts must adhere to the brand standards and best practices set forth in the MBU Social Media Brand Guidelines published by the university.

A note on photo credit: If photography is paid for by the university (i.e. staff and freelance photographers) or submitted by a paid employee or institutional representative, do not tag or give photo credit. If images are curated directly from hashtag feeds or account tags, give photo credit by tagging the user's account with their permission.

All university accounts must be registered to a shared or general email address created and provided by the Office of Integrated Communications. Accounts must remain accessible by more than one person. Account credentials (usernames, associated email addresses, passwords) must be known and maintained by channel managers and shared with OIC.

Channel managers and the Office of Integrated Communications reserve all rights to review and edit or remove inappropriate content. If, after efforts to improve content quality and consistency are implemented, OIC also reserves the right to revoke access to and/or close all university channels if an individual is found in non-compliance with standards and policies.

Any new channels must be requested from and approved by the Office of Integrated Communications. OIC will create and maintain ownership of any supplemental brand channels. OIC will monitor account activity for adherence to standards, and reserves the right to revoke administrative rights to channel managers and/or close accounts found in non-compliance with university policies.

GUIDELINES

All university accounts must adhere to the brand standards and best practices set forth in the MBU Social Media Brand Guidelines published by the university.

GUIDELINES: OIC'S ROLE

The Office of Integrated Communications is responsible for...

- Maintaining active dialogue between themselves and all affiliated social media account administrators within their respective college, department or office, club or organization, and athletics team.
- Ensuring all university best-practice resources and guidelines are communicated and followed.
- Cataloging and retaining an account inventory and contact information for corresponding administrators.
- Providing strategic guidance on social media strategy, account creation, and implementation.

GUIDELINES: CHANNEL MANAGERS' ROLE

Channel Managers are responsible for...

- Creating, maintaining, and monitoring content on respective social media sites and engaging with users.
- Bringing negative content to OIC's attention to create an engagement plan.
- Adhering to social media ethics protocols, maintaining that published content is not retro-actively edited or removed to uphold MBU's reputation and integrity across all platforms.
- Ensuring all content is relevant to the goals and objectives of the pertinent college, department/office, club/organization, or athletics team and upholds the standards and messaging pillars set forth in the Social Media Brand Guidelines published by the university.

GUIDELINES: REPRESENTATION

Incomplete or outdated social media profiles are a misrepresentation of the university.

- Does the channel display the appropriate current logo?
- Does the channel have a relevant profile image, header photo, background, and biography?
- Does the channel biography or about section accurately reflect the current website, program name, and mission?
- Is the channel consistently updated with engaging, relevant content?

GUIDELINES: PERSONAL ACCOUNTS

If you identify as an MBU employee on your personal accounts, be sure your biography states that your content is yours alone and not a reflection of the university's views.