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Social Media

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I. REASON FOR THIS POLICY

The University of South Dakota encourages the use of social media to connect and build relationships with prospective students, fans, alumni and other audiences.

Because these communication tools have a significant impact on reputation and image, the university has developed a social media policy to ensure that interactions on behalf of the University of South Dakota represent the university’s best interests. This social media policy only applies to social media accounts created to represent the University of South Dakota schools, departments, programs, units, etc. and does not apply to private individual accounts.

II. STATEMENT OF POLICY

Policies Applicable for Institutional Social Media Sites:

- **Purpose.** The purpose of using social media on behalf of the university is to support the university’s mission, goals and programs. A social media site does not replace a university unit’s website as its official online presence. Social media accounts must always be secondary information sources. Social media is not to be used to conduct official or required university activities. All event information, organization descriptions and other website content that appears on a school, department, program or unit social media site should also appear on its university website. Links should be provided to each respective school, department or unit websites from the social networking site.

- **Register With Marketing Communications & University Relations.** Contact Marketing & University Relations at web@usd.edu to register for official status. Official institutional social media sites will be listed on the university's social media directory at www.usd.edu/socialmedia.
- **Account Responsibility:**
 - **Responsible Administrators.** Each social media account must have an administrator who is responsible for managing and monitoring content. This should be a full-time appointed employee who is identified as being responsible for login, password and administrator contact information. Students may not be named as administrators.
 - **Identify a Coordinator.** Determine who will be the primary person responsible for updating and monitoring the site. Successful social media sites are updated frequently. It is strongly advised that the coordinator be a full-time employee and have some personal or professional experience with social media.
 - **Email Address.** Institutional social networking sites should not be tied to an individual's email address, passwords, etc. Use an organizational email address for official university business to ensure smooth transition for the accounts as employees change over time.
 - **Ongoing Management.** Administrators are responsible for notifying Marketing & University Relations when a social media page no longer exists so that the link can be removed from the university's official directory.
- **Compliance and Confidentiality.** Institutional social media must comply with all applicable local, state, and federal laws, including FERPA, HIPAA, U.S. copyright law and the published policies of the University of South Dakota. As a general guideline, nothing should be posted that would not be available to the general public. In addition, terms of Agreement for each social media platform must be followed. If a page does not meet its intended goal or cannot be properly maintained, it should be deleted.
- **Copyright:** Social media sites must follow university and legal standards regarding copyright. Generally permission, and a permission statement or disclaimer as required by the owner of the copyright or trademark, is required when including copyrighted or trademarked material such as text, photographs, video or logos. The "fair use" provision of the copyright law allows use of small portions of work from another website or publication without permission of the owner, for such purposes as teaching and scholarship. But when in doubt, it is appropriate to ask the owners for permission to use their works.
- **University Logos and Marks.** Symbols, logos, the university seal and graphics representing the University of South Dakota are property of the university and are protected by trademark and copyright laws.
 - Schools, departments, programs and units may use logos and marks in compliance with USD's Graphic & Editorial Standards Style Guide.

- **Advertising.** Advertising or endorsement on any social media site is prohibited.
- **Monitoring.** The University of South Dakota does not monitor social network sites but will address issues that violate university policies. Inappropriate, offensive, injurious and illegal content will be removed.

III. DEFINITIONS

Social Media: Social media refers to online tools and services that allow any Internet user to create and publish content. Popular social media services include Facebook, Twitter, LinkedIn, YouTube and Flickr. Social media also includes but is not limited to blogs, podcasts, discussion forums, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e., Wikis) and RSS feeds.

IV. PROCEDURES

General Guidelines for Institutional Social Media Sites:

- **Create a Strategy.** The more planning, the more likely to create a successful social media presence. Define goals, audience, content to be shared and the appropriate social media tools. If you choose to create a social media site, ensure that it has adequate resources for maintenance, review and updates.
- **Be Active and Responsive.** Social media requires frequent and timely posts. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider starting a social media site.
- **Add Value.** Share information and initiate conversations about interesting activities and events that support your school, department or program's goals. The public will stay engaged if they value your communication. Content should be thought-provoking and build a sense of community. Social media is all about connecting, not pushing a message.
- **Be Transparent.** If you participate in or maintain a social media site on behalf of the university, clearly state your role and goals. You may not use the university's name to promote any personal opinion, product, cause, or political candidate. Uphold the university's mission and values. Remember, everything you do online will live forever.
- **Naming.** No individual university school, department, program or unit should construe its social media site as representing the university as a whole. Names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the university as a whole. When naming your social media site, do not name your page in such a way that it might be confused with a general page representing the entire university.

- **Correct mistakes.** If you make a mistake, admit it. Be upfront and quick with your correction.

Specific Requirements for Institutional Social Media Sites:

- **Facebook.** University units must establish appropriate “groups” rather than depicting the department as an individual and soliciting or accepting “friends.” Users “like” rather than “friend.”
 - In the “Info” section of your unit’s Facebook page, include a link to the University of South Dakota homepage, www.usd.edu, in addition to your unit’s website.
- **Twitter.** On Twitter accounts, carefully consider who you “follow,” to avoid creating the impression that the university endorses individuals, causes or organizations that might run contrary to the university’s mission and values.
- **Blogs hosted on blogs.usd.edu.**
 - Make frequent and consistent updates. Blogs that appear to be abandoned will be eliminated from the blog listing. The university reserves the right to remove, at any time, at its sole discretion, any content posted on the blog service that it deems in violation of university policy or local, state or federal law.
 - Disclaimer: The following statement must appear:
The views and opinions expressed on this blog are strictly those of (organization name). The University of South Dakota disclaims all liability for any data, information or opinions contained in this blog.

V. RELATED DOCUMENTS, FORMS AND TOOLS

SDBOR Acceptable Use of Information Technology Systems Policy 7:1
(<https://www.sdbor.edu/policy/documents/7-1.pdf>)

Web Development Policy 2.017 (<http://www.usd.edu/~media/files/policies/2017-web-development.ashx?la=en>)

Trademark Licensing Policy 2.015 (<http://www.usd.edu/~media/files/policies/2015-trademark-licensing.ashx?la=en>)

Copyright Policy 2.016 (<http://www.usd.edu/~media/files/policies/2016-web-copyright.ashx?la=en>)

Terms of Use (<http://www.usd.edu/terms-of-use>)

Web Privacy Policy 2.012 (<http://www.usd.edu/~media/files/policies/2012-web-privacy.ashx?la=en>)