



## Social Media Guidelines

Social media has become a valuable tool for communicating to prospective students, current students, alumni, parents and friends of John Brown University. Our hope is that communication from JBU be consistent and align with our core values. Those using social media on JBU's behalf should be mindful of the impact they have on the university's image and reputation.

University Communications has developed guidelines for use of social networking sites, such as Facebook, Twitter, Snapchat, Pinterest, Instagram, Google+, YouTube or Flickr. If you have created a social networking site in your capacity as a JBU employee, ministry or club leader you must do two things:

- 1) Notify Julie Gumm and Tarah Thomas of the web address and associated JBU group or department.
- 2) Provide the above with user id/pw information. If it is a FB page then UC will request admin access and you must approve the request.

Please use the following guidelines when creating and managing social media for JBU.

- Content posted to social media sites should be relevant, engaging and applicable to the audience. It must be consistent with the JBU community covenant and core values, and should not undermine the statement of faith.
- Derogatory comments, particularly those that are inflammatory and directed at JBU students, faculty or staff, should not be posted on official JBU social media. If found, they should be deleted and University Communications should be notified.
- Social media posts should meet all official JBU legal and privacy policies and comply with FERPA and state privacy regulations.
- Minors from the community who attend a JBU-sponsored event (field trips, academic academies, Giving Voice, etc.) may not be photographed and published on social media unless you have received a signed photo release from their parent. (Contact UC for a copy of the release to use.)
- Site content should be maintained and updated regularly. If content has not been updated in six months, University Communications may take appropriate actions to refresh or remove a page.
- Copyrighted material should only be used with permission.
- Before new social networking sites/accounts are created, University Communications should be consulted on name possibilities.
- Site user IDs and passwords should be provided to Julie Gumm, director of marketing communications. These will be kept secure and only accessed when absolutely necessary.
- Students who graduate or leave JBU should be removed as admins of social media accounts. If the account had shared access, the password should be changed.
- Social media sites for JBU should not be used for personal gain or libel of the University or any of its employees..

- In the event of a crisis on campus, please point people to JBU's main social media channels (Facebook & Twitter) and refrain from posting any information that has not been approved by University Communications.
- Photos, fan posts, user names and comments of friends or followers should be evaluated on a regular basis for inappropriate content and content not directly related to JBU (i.e. spam).
- Cross promoting social media is highly recommended. For example, we often share posts on department Facebook pages on the main JBU Facebook page and would encourage you to do the same as appropriate and relevant
- These guidelines apply to all Facebook pages run by JBU departments and official JBU clubs, athletic teams, etc.

### **YouTube/Vimeo Specific Guidelines:**

All videos posted to YouTube/Vimeo/Facebook by a department, club, or ministry for the purpose of promoting JBU should meet the following guidelines:

- The video must be presented in 16x9 ratio
- Only non-copyrighted music may be used or music you have the rights to use (Student-created videos often use popular music without permission. You may not share these on a JBU-related Facebook page.)
- If the video will be more than one minute in length, there should be multiple camera angles used
- Any FERPA secure students participating in the video need to sign a release
- The sound quality should be good and no hiss or buzz should be heard
- Any spoken word in the video should be clear and recorded at mid-level
- Well-designed title cards should be used at the beginning and end of the video
- Lighting and focus should be high quality

### **Blogging:**

Blogging sites can consist of the following:

University domain hosted blogs - Blogging capabilities can be created within the university's website, and can be hosted on university domain. Blogs created on the university's Content Management System (CMS) do not need a username and password to be disclosed to University Communications.

External blog sites - External blogs are sites not created within the university's Content Management System (CMS) and hosted on other domains. External blogs promoted on a major's page must be official JBU blogs and must be disclosed to University Communications.

### **Official Blogs (external sites)**

In addition to the general social media guidelines, official blogs on external sites must meet the following guidelines:

- Site user IDs, site names and passwords should be provided to Julie Gumm and Tarah Thomas. These will be kept secure and only accessed when absolutely necessary.
- To protect student, faculty and staff identity, any post relating to specific situations involving faculty, staff or students must use first names only.
- Content posted by faculty/staff bloggers must follow the standards of conduct outlined in the faculty and staff handbook.
- Content posted by student bloggers must be approved by an overseeing faculty or staff member, and must adhere to the student code of conduct as outlined in the student handbook.

### **Unofficial/Personal Blogs**

Unofficial/personal blogs are sites that do not pertain to promoting a major/department, and are personal sites that feature work related to and maintained by a faculty or staff member of JBU. To have nonofficial blogs linked within JBU's website, it must meet the following guidelines:

- Cannot be linked or promoted on a major's page and should only be linked from a faculty/staff profile page.
- Content posted by faculty/staff bloggers must follow the standards of conduct outlined in the faculty and staff handbook.

Must include the following disclosure on the site: "The views, comments or opinions expressed on this blog are those of their respective contributors alone. Views, comments or opinions expressed by outside contributors do not represent the views of John Brown University or any employees thereof. John Brown University is not responsible for any errors, omissions or accuracy of the content and disclaims any and all liability for the content of comments written by outside contributors to the blog."

### **Official JBU Social Media Channels**

Facebook: <http://www.facebook.com/johnbrownuniversity>

Instagram: <http://www.instagram.com/johnbrownuniversity>

Twitter: <http://www.twitter.com/johnbrownuniv>

Approved 2018 by the director of University Communications