

Social Media Policy
Pfeiffer University
July 2015

Pfeiffer University encourages the use of social media for use in a professional, academic and appropriate way when these tools, which include but are not limited to Facebook, Twitter, Instagram, LinkedIn, blogs and other web-based products, are used to promote Pfeiffer. While these tools are excellent vehicles for sharing information, connecting with Pfeiffer's various audiences and enhancing Pfeiffer's public image, they require prudent use, guided by the following policy, to achieve their maximum potential and mitigate inherent risks and unintended consequences.

Pfeiffer and its staff, faculty and students should assume that nothing shared through social media is private. In fact, according to U.S. laws of slander and libel, anything published in any form is considered public. By extension, employees and students are liable for anything they post to social media sites.

As the purpose of social media is to invite and encourage interactive communication with internal and external audiences, all users are to demonstrate respect for other users. Posts on Pfeiffer's social media entities should be professional in tone and in good taste at all times.

For the purposes of this policy, the term "Pfeiffer community" refers to full- and part-time faculty, full- and part-time staff, full- and part-time students, and board of trustees and other similarly affiliated members, and alumni who are using social media tools on behalf of the institution.

Note: Pfeiffer University and the Marketing and Branding committee reserve the right to modify and update this policy to address current needs and situations as the need arises.

To create and maintain division, department or student organization social media sites/pages:

1. University departments or units that have or wish to develop a social media page (Facebook, Twitter, Instagram and others) must submit a request to the director of communications to ensure that social media efforts adhere to the branding and policy standards of Pfeiffer University, coordinate with the university's primary social media and are not tied solely to a Pfeiffer community member's personal account(s). (To see a list of current official Pfeiffer social media accounts, visit www.pfeiffer.edu/social-media.)
2. The University's primary social media entities are monitored daily by the Office of Communications. All departments with secondary social media entities must designate an administrator responsible for monitoring daily the content and responding to questions and comments by users in a timely manner (with designated backup during vacations or other time away from the office) and take action, if necessary, regarding objectionable posts as defined by Pfeiffer University's social media policy.
3. Secondary social media sites should include regular new posts, ideally one to two times per week. The Marketing and Branding committee reserves the right to disable or temporarily unpublish or deactivate Pfeiffer University social media accounts that are dormant (no posts or other activity) for three months or more. When site administrators (including students) leave the university and no longer require access to social media accounts, new account

administrators must be assigned immediately. To remove or add a site administrator, contact the website content manager.

4. When representing Pfeiffer University on a social media platform, disclose your identity or that of the department or unit. Use real names of people and official names of institutional units; indicate that the entity is maintained by the unit as its official account.
5. Whenever possible, link a department social media entity to Pfeiffer's website homepage (www.pfeiffer.edu).
6. Departments may evaluate/track traffic to secondary social media entities to monitor impact through tracking tools available on social media outlets.

Using social media to promote Pfeiffer University:

1. Confidential and/or proprietary information about Pfeiffer University is not to be shared. This includes information about research, finances, trademarks, strategies and/or any other information that has not been released publicly by the university. (No one except those designated by the Office of the President or Office of Communications is authorized to speak on behalf of Pfeiffer University.)
2. Do not post or write content that is inflammatory or disrespectful to colleagues or members of the Pfeiffer University community or its partners. Misrepresentation, derogatory statements or unauthorized use of copyrighted materials is not allowed and can result in legal and/or disciplinary action, including termination.
3. Post only professional accurate, fact-checked and spell-checked information.
4. Pfeiffer University reserves the right to delete comments from its social media entities that are determined to be profane, disruptive, inappropriately negative or potentially harmful to Pfeiffer's reputation, and to ban use by those who use them in such a manner. Employees who post such comments are subject to legal and/or disciplinary action, including termination.
5. Honor privacy and/or related FERPA, HIPAA and NCAA policies and regulations as they relate to Pfeiffer University's students, staff, faculty, alumni and partners by seeking their permission prior to posting information that might be considered to be a breach of their privacy or the governing policy of any regulatory entity. (Employees or students who share confidential information without permission may face disciplinary action or termination.)
6. All social media sites, web pages, blogs or similar destinations developed by individuals working as representatives of Pfeiffer or related entities are solely the property of Pfeiffer University. Individuals who create such sites should, upon the conclusion of their official relationship with Pfeiffer University, turn over all rights, privileges and passcode access pertaining to the designated sites to the website content manager.

7. Blogs and other social media entities of Pfeiffer University are not to be used to promote or endorse commercial products, services or a political cause/candidate, or sell products or services.
8. Members of the Pfeiffer University community who develop or have developed personal social media sites or blogs that reference Pfeiffer in any way must include a disclaimer that states clearly that the views shared are those of the author and not the university.
9. Those who create a blog for university or personal use that references or names Pfeiffer University should as a courtesy inform his/her professor, advisor or supervisor.
10. The Pfeiffer University logo (including the Athletics logo/Falcon), word mark, seal or name may not be used on personal blogs or websites without explicit permission in writing (email confirmation is acceptable) from the Marketing and Branding committee.
11. As third-party comments posted and displayed on Pfeiffer's Facebook page and other social media outlets do not reflect the opinions or policies of the university or its designees, the university encourages users to utilize the link provided by Facebook (and other outlets when available) that allows the reporting of offensive content. Comments of this nature should be reported to page administrators including the website content manager, for review and/or removal based on the aforementioned policies.
12. Follow the terms of service of the social networking sites you are using:
 - a. Facebook Privacy Policy: <https://www.facebook.com/about/privacy/>
 - b. Twitter Privacy Policy: <http://twitter.com/privacy>
 - c. LinkedIn Privacy Policy: http://www.linkedin.com/static?key=privacy_policy