

The Office of Marketing and Communications has established guidelines for University-affiliated social media accounts. Violation of these guidelines can lead to suspension of administrative privileges.

Capitol Technology University recognizes the immense opportunity and responsibility in using social media to connect directly with prospective students, current students, faculty, staff, alumni, parents, partners, donors, media, and community members.

However, the use of social media can pose risks to our confidential information, our reputation, and our brand. To minimize these risks and ensure the university's assets and resources are used only for approved institutional purposes, we expect all employees to adhere to the rules regarding social media outlined in this policy.

These guidelines are intended to both assist and inform members of the Capitol Technology University community (e.g. faculty and staff) about available resources and how these resources can be used to promote the university and its mission. This policy does not apply to students, who are governed by Student Life policies.

The Marketing and Communications department understands and appreciates the importance of the Internet in shaping public opinion about our institution, as well as the opinions of our faculty, staff, students, alumni, and partners. In addition, the university recognizes the role faculty and staff can play in helping to shape conversations about the university by interacting on social media sites. The department is committed to supporting all members of our community and their right to interact knowledgeably through social media.

This policy is intended to help guide members of the Capitol Technology University community in making appropriate decisions regarding:

- work-related social media interactions;
- the content of work-related websites;
- postings on wikis and other interactive sites;
- postings on video or picture sharing sites;
- the comments made as a representative of Capitol Technology University; and
- responding to comments from posters either publicly or via email

The Marketing and Communications department retains the right to monitor, review, and edit all social media content.

The Goals

This social media policy was created with the following goals in mind:

- 1. Encourage** a strong sense of community by supporting others and providing information through social media outlets.
- 2. Strengthen** the university's brand awareness through the use of social media outlets and blogs to promote academics and activities.
- 3. Establish** a plan of action to handle positive and negative social media content and comments pertaining to the university.
- 4. Communicate** more efficiently and effectively with our diverse and constantly growing audience through various social media channels.

Who owns your content?

Before sharing content on social media sites, be aware of the legal issues that could arise as a result of your post. In some cases, once your content is generated, it becomes property of the social media outlet used. Faculty and staff must observe copyright infringement laws when sharing already published content. Posters should be conscious of defamation, privacy, and cyberbullying laws when referring to another person, as well as non-legal issues including violations of the Social Media Policy. Prior to posting, ensure you review and understand the terms of use for each social media channel and be aware that the terms are constantly changing.

- Facebook Statement of Rights and Responsibilities – www.facebook.com/terms.php
- Twitter Terms of Service – www.twitter.com/tos
- LinkedIn User Agreement – www.linkedin.com/static?key=user_agreement
- YouTube Terms of Service – www.youtube.com/t/terms
- Instagram Terms – www.instagram.com/about/legal/terms

The Guidelines

These guidelines were designed to assist members of the Capitol Technology University community engaging in knowledgeable online interactions. They are also intended to protect the privacy, confidentiality, and interests of Capitol Technology University and our current and potential faculty, staff, and students.

- 1.** Any department or office wishing to create a social media page or group must provide the Marketing and Communications department with the name and contact information for the individual(s) who will be authorized to create, operate, monitor, and edit the page. Students may not be named as page administrators.
- 2.** Always introduce yourself. Faculty, staff, students, alumni, and partners trust people they know and can identify with.
- 3.** Social media tools should not be used to post detailed policy, procedural, or internal information.
- 4.** When using images and logos, Capitol Technology University brand guidelines must be followed. Faculty and staff are encouraged to use photographs that highlight the beauty of the campus and the diverse student body.
- 5.** Be responsible for content and always exercise good judgment and common sense. Respect the intellectual property of others and the confidentiality of the university and its employees. Write knowledgeably, accurately, and professionally including the use of correct grammar, punctuation, and spelling.
- 6.** Content should not be posted unless it furthers the University's mission. Do not post personal opinions or content that could be construed as placing an individual, organization, or group in a bad or false light.
- 7.** Pages and blogs must be monitored and updated on an ongoing basis by the departments and offices that create them. Any issues mentioned on pages or blogs must be dealt with rapidly to ensure an informative and engaging environment for the audience. Be careful of what and how often you post.

Personal Use

This policy applies only to work-related interactions and issues, and instances where institutional resources are being utilized. They are not meant to infringe upon your personal or academic (e.g. use associated with academic work) interactions or commentary.

Occasional personal use of social media is permitted, provided it does not involve unprofessional or inappropriate behavior or content, does not interfere with the roles and responsibilities of your employment, or violate the Acceptable Use Policy of the university.

Consequences

Communications shared on social media sites are instantaneous, far-reaching, and forever. Be mindful of the consequences when posting content on behalf of Capitol Technology University and the university community. All social media interactions are subject to confidentiality and non-disclosure policies enacted by Capitol Technology University regarding private institutional material and content concerning the university and any of its affiliates or employees.

Violations of the Social Media Policy will be reported to the Marketing and Communications department, the Human Resources department, and/or the IT department.

The Marketing and Communications department reserves the right to monitor social media content related to the institution and address (i.e. delete, change, etc.) content it finds invalid, objectionable, repetitive, or irrelevant to the Capitol Technology University community.

Questions regarding the social media policy and reports of misuse or violation of this policy can be addressed to the *Office of Marketing and Communications*, at **marketing@captechu.edu**.