

University of New England Social Media Guidelines for Faculty and Staff

1. Mission Statement

The University of New England prepares students to thrive in a rapidly-changing world and, in so doing, to improve the health of people, communities, and our planet.

2. Social Media Goals

When designated and trained members of UNE faculty and staff use social media to promote UNE and its diverse programs, we share the common goals of raising awareness of the University and positioning it in a positive light, both internally and externally.

3. Roles and Responsibilities

Collectively, the various social media channels present a highly effective medium through which you may interact with UNE's various constituents. Before pursuing any outreach on behalf of UNE through social media, however, you must understand the roles and responsibilities associated with your social media account.

UNE requires that two full-time faculty or staff members be assigned by their senior administrators as "administrators" to every official UNE social media account. Whether you are using Facebook, Twitter, Instagram, YouTube, or a different social media channel, you and another dedicated UNE employee must possess login and password information for the account and must commit to manage the account actively. It is required that "administrators" receive training from UNE's Social Media Strategist on how to effectively use and operate within the University guidelines as it applies to social media. It is required that all authorized faculty and staff sign off on the social media policy requirements demonstrating that they have read the materials provided. In addition, each designated faculty or staff member must certify that they have received a minimum 1-hour training by the Social

Media Strategist. These files will reside with each faculty or staff members personnel file in Human Resources.

The Social Media Strategist will create a working document that is updated with the names of the “authorized administrators” as well as the email addresses associated with Facebook and other social media. This document will reside in the office of the Social Media Strategist and the Director of Communications. This ensures the channels continuity.

The UNE [Social Media Strategist](#) is available to provide tips and recommendations for coordinating social media activity within your department. As an account administrator for a channel, you should coordinate with the other account administrator to divide responsibilities and ensure your efforts do not overlap. Work-study students may also assist you in the development and dissemination of content over your social media channels, provided they sign a form acknowledging they understand the responsibilities and rules associated with the role they will play. That document is the responsibility of each department and resides within the department. When working with students on social media, you must pay close attention to their contributions to your channel(s) to prevent inappropriate content from being posted. For the paperwork necessary to employ work-study students as contributors to official UNE social media channels, please contact UNE’s Social Media Strategist.

In addition, if administrators receive complaints regarding their social media accounts –administrators are required to seek out the assistance of the Social Media Strategist to help mitigate the situation.

4. External Regulations

All UNE social media accounts must adhere to [FERPA regulations](#), [HIPAA regulations](#), [NCAA Division III regulations](#), and the University’s anti-discrimination policy which prohibits discrimination based on race, sex, sexual orientation, gender identity and expression, ethnicity or

national origin, religion, age, color genetic information, physical or mental disability, HIV status or status as a veteran.

The accounts must also adhere to any other applicable rules and regulations for the communication of specific types of information pertinent to the social media account in question.

It is important that you familiarize yourself as well as any members of your department's social media team with the rules pertaining to copyright, disclosures and image sourcing.

All UNE social media accounts must obey [copyright fair use laws](#). Do not post or use images or other materials that you did not create, unless you have permission to do so. Sharing material already posted to social media channels is permissible so long as you indicate the source.

You should not post recognizable images of people without first getting their verbal permission. A [Photo Release Form](#) is available for occasions when pictures taken could be used for commercial purposes like advertising or marketing. A Photo Release Form must be used in all cases for minor children.

Please be sure you are well versed in the laws governing your industry or area of study, as additional regulations could determine what content you can share on social media.

5. Establishing/Creating a UNE Social Media Channel

Before you establish a social media page or group, you must contact UNE's [Social Media Strategist](#) and receive training as well as sign the documents mentioned in section 3.

You must be a current UNE employee to create and maintain an official UNE social media channel, web page or online group. Other members of the UNE family -- including volunteers, club members, retirees, alumni and students--may participate so long as the site is maintained by a UNE

faculty or staff member. If you belong to one of these other constituencies, you are welcome to suggest content to the two UNE employees serving as official account administrators. However, to help protect UNE and its employees the University cannot provide support to nonemployees who want to create or maintain social media channels or other online groups for UNE.

When creating your page or group, refer to UNE's official Brand Guide for guidance on the proper use of UNE's logo, name and colors, and for information about UNE to include in your online profile.

When naming a Facebook page or other social media account as an extension of an official department or unit at UNE, include the "University of New England" as the first phrase of your page's name, such as "University of New England Libraries." When naming a Twitter, Instagram or other online account that limits character use, you may instead include "UNE" as the first three letters of your account name. This makes it easier for others to find your University account.

When creating your account, you will need at least two images: one to use as an account avatar (a UNE logo) and another as a banner image that represents some aspect of the University that is relevant to your department. Make sure your image is sized properly for the account profile. If you have any questions, contact UNE's [Social Media Strategist](#). Please do not create any department or unit logos for use on your page the UNE Office of Communications can assist you in the development of custom graphics upon request.

Make sure you include a link from your social media page to the UNE website: www.une.edu. You may link either to your department's page or to the UNE homepage.

As a Facebook administrator, be sure to include a link to UNE's institutional Facebook page at

<http://www.facebook.com/universityofnewengland>. Upon your request, the UNE Office of Communications will create a link on the institutional Facebook page to your Facebook page.

6. Style & Brand Guides

The UNE Style Guide sets standards for writing within our organization. The focus of this guide is not grammar or syntax but to provide you with clear and consistent standards for action when representing UNE on social media. The Style Guide ensures that multiple authors speak with a single voice.

In almost all cases, UNE follows AP style. UNE's [Style Guide](#) illustrates some style and usage issues that commonly arise when writing about a university community. Please keep in mind that your adherence to these writing guidelines may be affected by social media channels like Twitter that impose a character limit for each post.

UNE also sets standards for use of the UNE brand and marks, including logos, colors, typefaces and more. When setting up a social media account, please follow UNE's official Brand Guide.

Please use your best judgment, and when you are unsure, contact the [Office of Communications](#).

7. Appropriate Actions

You can't predict every interaction you will have on social media, but you will notice some recurring types of interactions that demand specific responses. By planning ahead, you can empower yourself and your staff. Here are some common scenarios:

General Praise – You should publicly thank the person praising you. If the praise is from a well-known or prominent individual, be sure to let others know you have received their acknowledgement. Look for patterns associated with the praise you receive. If sharing images taken

at UNE student events consistently earns you praise, for example, try to post more content of this nature.

Question – You should thank the person for asking the question. Let him or her know publicly that you will look into their query. Reply publicly, if appropriate, when you have an answer. Otherwise, take the question offline by suggesting they contact you or someone in your department via email or phone.

Complaint – You should thank the person for taking the time to express their concern. Tell them you understand their point of view and that you will do your best to resolve the issue. If you need more information from the complainant, suggest that they send you their email address so you can take the interaction offline. Avoid getting into a public conversation about the matter on Facebook or Twitter.

Trolls/Spammers – You should delete comments that are inappropriate and ban the user. Do not respond to such comments on social media; once you have a large enough following, your followers will defend you. If this happens, do not delete the original Troll comment--allow it to stay up so that your followers can respond. This presents a bit of a gray area, so when such occurrence arises, please feel free to contact UNE's [Social Media Strategist](#).

8. Best Practices

The University of New England is positive, informational and polite online. While you may work to ensure that your official UNE social media channel has its own personality, your tone should always be upbeat and respectful. We respect our competition as well as many beliefs and ideas that we do not necessarily share. We are curious. We ask questions. We help our UNE allies. If at any time you have a question about your social media presence, contact the [Social Media Strategist](#) for assistance.

Here are some best practices to keep in mind:

1. Your social media page is a reflection of UNE. You have the responsibility for monitoring the content to ensure that it maintains and enhances the reputation of UNE and its programs.
2. Develop new content for your page. If you find that you do not have enough material to keep your online presence updated on a regular basis, contact the [Social Media Strategist](#) for assistance.
3. Respond to questions directed to your accounts. If you do not know the answer to a question, direct the question to another official UNE party for resolution.
4. Manage content/discussion/comments to ensure accuracy of information, maintain credibility, and to identify and remove possible instances of copyright infringement, libel and invasion of privacy. As an account administrator, you are also responsible for excluding religious messages, political opinions, sexually explicit images or text, and language that discriminates based on race, sex, sexual orientation, gender identity and expression, ethnicity or national origin, religion, age, color genetic information, physical or mental disability, HIV status or status as a veteran. You should also censor material that implicitly or explicitly promotes the use or sale of alcohol and tobacco, or material that appears to endorse commercial products or companies.
5. In many instances UNE is a partner institution in its education and outreach efforts. If UNE is a primary and/or equal funder in the program for which you have created a social media account, you must follow the guidelines above. If UNE is the lesser partner/funder in an initiative for which a social media account has been created, you should still take as active a role as possible in monitoring the site.
6. The Social Media Strategist will monitor the quality of the social media as often as possible for appropriate content and do thorough review ever six months of all social media accounts across the University for inactivity. The Strategist will request a meeting and

either work with the administrator of those accounts to determine if they will be taken down or can be brought into compliance.

9. UNE Employees' Personal Accounts on Social Media

UNE does not tell employees what to say or not to say on their personal social media accounts. However, if you are a UNE employee with a personal social media account, we advise that you follow the golden rule of treating others as you would want to be treated.

Although you are a UNE employee, keep in mind that you cannot speak on behalf of the University through a social media account without authorization from the UNE Office of Communications.

Despite your prior establishment of a personal social media account, you may still be viewed as a formal or informal spokesperson for the University as a result of your affiliation with UNE. Personal use of social media unrelated to UNE is at your discretion, but please keep the following in mind:

- You may not use the University's name, logo, addresses, telephone numbers or email addresses except for referencing your employment relationship.
- You should not use your UNE email address or other UNE contact information for an account registration or other purposes without prior written approval from UNE.
- You should not register social media usernames that include the "University of New England," the acronym "UNE" or any UNE tagline such as "Innovation for a Healthier Planet".
- UNE faculty, staff, students and affiliates have a certain right to their privacy. Respecting this, University faculty, staff, students, clients, customers, partners and other constituents should not be noted in any communication or post without their expressed permission. This, however, does not restrict the friending of

coworkers or personal communications between coworkers regarding the terms and conditions of employment on social media.

- If you publish anything related to UNE on social media, you should clearly state that you are an employee, leader, volunteer or other member of the UNE community. You should also make clear that the views and opinions expressed are your own and not necessarily those of UNE. It is not sufficient to list your UNE affiliation on a profile page.
- University Administration, Staff, and Faculty, are restricted from providing references or recommendations via social media, unless they are clearly offering a personal recommendation, not a University one.
- The University does not regularly monitor the personal social media communication of its faculty and staff. If complaints or concerns are brought to the University's attention, they will be taken under advisement.
- These concerns may involve issues related to the employee's job or employment setting, as well as issues potentially affecting the safety, security or reputations of faculty, staff, students or guests of the University.
- If and to the extent that any personal social media activity reflects upon UNE in a manner inconsistent with the spirit and letter of this policy, UNE reserves the right to take action, as it would in connection with any other violation of stated UNE policies.
- You are solely responsible for personal social media posts found to be defamatory, harassing, invasive of privacy, or in violation of any other applicable federal or state law.
- Personal use of social media should be reserved for nonworking hours.

10. Enforcement

Policy violations will be reviewed by the UNE Human Resources

Department and the Office of Communications to determine the appropriate course of action.

11. Administration and Updates

This policy is administered by the University of New England and will be updated as warranted. Revision dates will be noted at the top of the page. If you have questions or suggestions, please contact the Office of Communications or the UNE Human Resources Office.