Ulster County Community College	Agenda Item:
Board of Trustees	
Title: Social Media Policy – **Board Policy 3.23**	**2.c.6.**
Resolution #15-11-145	

Resolution:

WHEREAS, social media is a communication tool used to recruit students, interact with current students and stay connected with alumni, and

WHEREAS, social media has become part of the College's overall marketing plan, and

WHEREAS, the College's administration believes it is in the best interest of the College to adopt a policy on social media to meet current legal and regulatory requirements, and

WHEREAS, the Vice President and Dean of Enrollment Management recommends, and the President concurs, and

WHEREAS, the Personnel, Educational Programs and Services Committees have met and concur, now, therefore, be it

RESOLVED, that the Board of Trustees adopt the Social Media Policy – Board Policy 3.23, and, be it further

RESOLVED, that the Social Media Policy be periodically reviewed and updated by SUNY Ulster's leadership.

Background and Implications

Submitted by:

Ann M. Marrott
Vice President and Dean of Enrollment Management
Title

Approved by:

Alan P. Roberts
President
Title

_____   _____
Signature   Date   Signature   Date

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1. Definition & Scope
Social media is a collective of digital communications channels that enable people or institutions to communicate via the internet to share information, dialog and resources. Social media can include text, audio, video, images, podcasts, emails, blogs and other multimedia communications.

Social media applications allow users to post content and share information, profiles, photos, and opinions with virtually anyone. Postings and content ownership are subject to the terms and conditions and/or privacy policy of the social media provider. Examples of social media include, but are not limited to:

- Social networks, such as Facebook, Google Plus, Twitter, Foursquare, Yelp
- Professional networks, such as LinkedIn
- Video sharing, such as YouTube and vlogs (video weblogs), Vine, Instagram
- Live streaming social networks, such as Meerkat, UStream, Periscope, Google Hangouts
- Audio sharing, such as podcasts, Skype, Google Hangouts (Voice only)
- Photo sharing, such as Flickr, Google Plus Albums, Instagram
- Social bookmarking, such as Digg, Redditt, This
- Public comment sections on webpages (such as those for online news sites)
- User created web pages such as Wikis and Wikipedia,
- HTML Emails sent via professional Email vendors such as Constant Contact, Campaigner or Pardot
- Crowdsourcing and Crowdfunding, such as GoFundMe, Kickstarter, YouCaring
- Blogs such as Wordpress, Tumblr, Blogspot, Medium.
- Any other internet-based social media application similar in purpose or function to those applications described above.

2. Purpose
SUNY Ulster is rapidly integrating the use of social media into its academic, community outreach, and service missions. There are information security and privacy risks as well as ethical, professional, legal, technological, personnel and interpersonal issues associated with the use of social networking and media. These guidelines are intended for SUNY Ulster academic and administrative sponsored social media presences.

3. Creating & Maintaining an 'Official' SUNY Ulster Social Media Presence
SUNY Ulster's official social media efforts are managed by the Office of Marketing & Media Services. To ensure that your social media efforts adhere to the design and policy standards of SUNY Ulster and that your efforts are not tied specifically to a community member's personal account (exceptions are available upon official approval), all official social media accounts must be created in conjunction with Marketing & Media Services – Clinton Hall 207, 845.687.5261, kaufmand@sunyulster.edu (Deborah Kaufman, Coordinator of Marketing & Media Services).

Before creating a separate social media presence, members of the campus community should consider the following:

- What is our goal of using social media? (For example, is there a group we are trying to reach with social media? What would we like them to know?)
- Do we have sufficient staff resources to maintain a social media presence?
- Is there a need for an academic or year-round account or is our need time specific?
- Can we build a robust online community to effectively communicate information or are we better served by working through the main SUNY Ulster social media channels?

In social media, SUNY Ulster's name, branding and/or logo may not be used without prior written approval by the Marketing & Media Services. This includes campaigns or projects that use SUNY Ulster resources or affiliate themselves with SUNY Ulster in any capacity.

Approval Process
Prior to creating a social media channel or social media campaign, approval must be on file with the Marketing & Media Services department which includes a completed social media request and application. The application can be picked up in Clinton Hall Room 207, Marketing & Media Services department or online at (link to be determined). A planning meeting with a social media representative from the Marketing & Media Services department will then be scheduled to go over best practices. These steps are mandatory for approval.

Naming Conventions
Naming conventions in social media are very important. Use SUNY Ulster when naming your account. This helps to distinguish us from other colleges and will help people and organizations find you. Do not use the acronym UCCC or SUCCC. If SUNY Ulster along with your department name is too long to use in its full form, Marketing & Media Services will help you create a name. Be sure to use our full name, SUNY Ulster in your bio and/or description. Never use SUNY Ulster County Community College. Best practice is to start the name with SUNY Ulster, then add niche terms for best search results and administration needs.

Social Media Administrators
When page editors and administrators, especially students, have left the College and no longer require access to social media accounts, you must update/adjust your page roles immediately. The department's initial page creator must include a member of SUNY Ulster's Marketing & Media Services department as a page administrator or have account login information on file with the department (should be included on your social media application). While Marketing & Media Services does not intend to actively maintain or monitor these sites, this designation will allow us to properly track College-related channels and respond quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the account. Having multiple content owners or administrators at all times for every social media application will ensure that the application can continue to thrive and be updated regularly even if one of the existing administrators changes jobs or leaves the College. Please contact Marketing & Media Services any time an administrator is removed or added to update your approved social media application on file. Each account must be overseen by one faculty or staff member and include a Marketing & Media Services representative as assigned by the Coordinator of Marketing & Media Services (currently Deborah Kaufman).

Account Security
Social Media administrator(s) outside of the Marketing & Media Services representatives must maintain the security of the social media account's login information and is responsible for monitoring channels managed on a regular basis. Any changes in the designated page administrator(s) must be promptly communicated to Marketing & Media Services.

Stagnant Accounts
Marketing & Media Services reserves the right to merge (when able) or delete SUNY Ulster social media accounts that are dormant (no posts, no activity) for more than SIX months, as such stagnancy reflects poorly on SUNY Ulster.

Three-Strikes Ruling for Pages, Channels and Accounts
SUNY Ulster will enforce a "three-strike" rule in terms of social media maintenance. A social media channel will receive one-strike for every month without a post. After three strikes, the College will no longer promote your page on the social media directory and can have your page/channel/account merged or removed from social media platforms. Providing fresh content is essential to maintaining a social media channel. This rule excludes Facebook profiles, LinkedIN profiles, and individual accounts (not pages or groups) and about.me style profiles.

4. Crowdsourcing/Crowdfunding
Any crowdfunding/crowdsourcing project plan request must be submitted to Marketing & Media Services, and the campaign must be facilitated by the College's Foundation to ensure legal and IRS compliance.

5. Policies
Branding Assets
Use of official name, logos and other branding assets is required for marketing materials whether online or print. This includes social media channels, memos, eflyers, digital posters and other graphics.

Maintain SUNY Ulster Confidentiality
Do not post confidential or proprietary information about SUNY Ulster, its students, its alumni, or your fellow employees. Use good ethical judgment and follow the College's policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Review SUNY Ulster policies for more information on your responsibility as a SUNY Ulster employee.

Applicable SUNY Ulster Policies

In professional roles, SUNY Ulster employees should maintain the same behavioral standards online as are required in person. Therefore, the same policies, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other College constituents apply online as well. These policies include, but are not limited to, our Sexual Harassment Policy and Anti- Bullying Policy. SUNY Ulster employees and students should be mindful of SUNY Ulster's Vision and Values. Do not post any material that is obscene, defamatory, profane, threatening, harassing, abusive, hateful, or maliciously embarrassing to another person or entity. Individuals may be held personally liable for posting such material.

Disseminating Official Information

The President's Office, Marketing & Media Services and other designated offices are responsible for posting and publishing online official information on behalf of the College.

Respect Copyright and Fair Use

When posting, be mindful of the copyright and intellectual property rights of others and of the College. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the "fair use" exemption. This includes music, art, literary works, copyrighted photographs or texts, video clips, audiovisual works and audio recordings. Questions regarding fair use or the Copyright Guidelines can be directed to Deborah Kaufman, Marketing & Media Services at x5261.

Photography/Videography for Social Media Use

Photos posted on social media pages should favorably portray the College and the persons depicted in the photos. The following guidelines should be used when posting photos:

- Photos of children should not be posted without express consent from their parents, except photos taken at public events. Even then, use great caution when posting photos of young children. Best practice is shooting children without viewing their face clearly, such as from the side or behind.
- Photos or videos of, or links leading to, public events can be posted on social networking sites, but they must be appropriate. As a guideline, they should be photos that could be posted on the College's official website. Examples of photos that should be avoided include but are not limited to photos involving the inappropriate use of alcohol, nudity, "bathroom selfies", medical and hospital patients, and graphic scenes.
- Photos taken on occasions that are not public, such as a workshop or class, must have a model release form signed by each person in the photo. You can get copies of SUNY Ulster's model release form in Community Relations, CLI 203.
- Even if a public event, think about if the event is spotlighting topics of sensitive communities such LGBTQ, abuse survivors, domestic violence and other such type seminars/workshops.

Terms of Service

Each social media presence requires you to approve their terms of service. Obey the Terms of Service of any social media platform used.

Moderating Social Media

Marketing & Media Services maintains a close watch over all our social media assets and moderates them as best as possible for adherence to our social media guidelines. The department also is a non-posting participant in some social media applications such as Yik Yak for the express purpose of vetting participation.

5. Best Practices

Be Thoughtful

There are no expectations of privacy when using social media. Consider what could happen if a post becomes widely known and how that may reflect on both you and SUNY Ulster. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, seek advice from the Marketing & Media Services department.

Strive for Accuracy

Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of SUNY Ulster in any capacity.

Correct Mistakes

If you make a mistake, correct it. Be open and honest; admit you've made an error. If you can correct the original post, do so and be clear that you are making a correction. If you need to add an amended post, do so.

Link to other College Material
Ideally, posts on College moderated sites should be brief; redirecting a visitor to content that resides within the SUNY Ulster site, campus blog, or official digital assets/websites when applicable.

Share
Use the space to share some of the more quirky and fun things about SUNY Ulster and your unit.
Places like Twitter, Facebook, Instagram and Pinterest are casual in nature. People go there to play and connect and, in that regard, the medium is perfect for informal interactions with the College.

Answer Comments and Questions
It is easy to think of social networks merely as tools to push out SUNY Ulster content and forget that they are actually built around interaction. Responding to questions and comments builds relationships and credibility, and keeps the human element prominent. Reply to comments in a timely manner, when a response is appropriate. When disagreeing with others' opinions, keep it appropriate and polite.

Pay Attention to (and delete) SPAM.
Facebook pages in particular are subject to SPAM in the comments. Be careful in what you choose to delete, though, as it can be seen as a form of censorship. A rule of thumb we use on the SUNY Ulster Facebook page is to delete anything that does not relate to the College and keep anything that does--even if we don't particularly like it. For an example of community online guidelines, see http://facebook.com/SUNYUlster. Our Facebook community guidelines are located in the "Notes" section.

Don't Over-Saturate the Market
Try not to send too many posts or too many similar posts unless you are tweeting live from an event. Similarly, limit your Facebook posts to two or three per day. Flooding your readers with content may seem like a great way to get the word out, but they will unfollow you the moment they decide that you have tipped the scale from interesting to spam.

Anonymous Networks
Understand that anonymous networks where you can post without a username/login information are not really anonymous. Every device (computer/laptop/tablet/phone) has an IP address associated with it. You can easily be identified by authorities including SUNY Ulster Public Safety. Be mindful of what you post even when it seems you are hidden by anonymous posting features.

6. Resources

SUNY Ulster's social media efforts are guided by Marketing & Media Services. That office is available to walk faculty, staff and students through the processes and to provide expertise on setting up social media entities, strategy and maintain pages.

Marketing & Media Services also chairs the social media committee that helps steer strategy and develop best practices for the campus-at-large.

Applications are due PRIOR to creating any social media channels.

Please deliver directly to Deborah Kaufman in Clinton Hall Room 207

To apply, please complete and return the following   documents

_____Application _
____Social Media Channel Statement
____Social Media Contract

Please contact Deborah Kaufman kaufmand@sunyulster.edu or 845-687-5261 if you have questions.

Qualifications/Requirements:

- Accounts must have faculty or staff administration (can't just be student admins).
- Accounts must have Marketing & Media Services administration access.
- Content creator/admins must have good communication skills.
- Student administering social media channels must be in good _social_ standing at the College - **must be free of any judicial sanctions.**

Marketing and Media Services department is comprised of a Coordinator, Community Manager, and a Social Media Committee to help you succeed at your social media efforts.

Social Media Admins/Channel Managers:

1. Be available at all scheduled social media meetings pertaining to their channel/campaign/project.
2. Assist in advertising and promoting SUNY Ulster and sponsored events when requested by Marketing & Media Services (content shares, and comments).
3. Maintain working knowledge of social media policies and best practices.
4. Recognize and represent SUNY Ulster interests which may includes students, faculty, staff & alumni.
5. Set a positive example for fellow students.
6. Get students excited about social media activity on platform/channel (promote channel).
7. Attend social media training workshops for their platforms.
8. Have the time needed to successfully manage a social channel.

A. Please Print Clearly

1. Name _____

                   Last   First   MI

2. Cell Phone # _____

4. E-mail Address _____ @sunyulster.edu or

                                       _____ @my.sunyulster.edu

5. Student/Faculty/Staff ID number _____

6. Dept. or Major _____

8. Anticipated date of graduation (if student)? _____

B. Please list admins & their SUNY Ulster emails for social media accounts

_____

_____

_____

_____

_____

C. Please list the channels that you are requesting to set up:

1. _____

2. _____

3. _____

4. _____

5. _____

2015 Social Media Statement

Each channel/platform must have a separate sheet on file

Department/Student Club _____

Platform & Type _____

Type of content (multi media, photo,etc): _____

Platform Statement: The reasons you believe this additional social media channel will be useful.

Also include information about what you hope to achieve from this use.

Please print or type your statement:

SUNYUlster

2015-2016 Social Media Account Contract
Must be signed by each admin of social media accounts

Rules governing social media admin (account holders) behavior

- Admins may not engage in derogatory remarks against SUNY Ulster.

- Follows official SUNY Ulster branding and naming conventions for social media channels.

- Keeps admin(s) listing up to date with Marketing & Media Services.

- Maintains SUNY Ulster confidentiality policies, HIPAA, FERPA and other college policies.

- Understands TOS (Terms of Service) of each social media channel managing.

- Stays up to date on social media best practices

- Does not participate online in sexual harassment or other types of harassment.

- Meets with Marketing and Media Services as requested regarding social media management.

I,_____, as a admin for a SUNY Ulster related social media account, confirm that I have read and understand the social media guidelines and above listed rules. By signing I commit to adhere to these rules. **I also understand that failure to comply with these rules may result in my removal of social media accounts and other actions**.

X_____
(Signature)   (Date)