



SOCIAL MEDIA POLICY

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Chaminade University of Honolulu Social Media Policy

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1 About Chaminade University of Honolulu’s Social Media Policy

Chaminade University of Honolulu approved this Social Media Policy to provide individuals, academic and administrative departments, offices and groups on campus with information and guidelines related to the use of social media platforms.

In most cases, social media accounts registered in the name of the University and its various departments, offices and groups allow the transfer, replication and redistribution of information posted online by other users and the social media company. Adherence to these guidelines is intended to avoid copyright claims and other liabilities that might arise from the posting of inappropriate or unauthorized content.

These guidelines apply to faculty and staff members, student employees, as well as contractors (e.g. Aramark, Securitas, etc.) who engage in online conversations on behalf of Chaminade University for work-related purposes, or who participate in social media as part of their job responsibilities. These guidelines are intended to help University account holders minimize risk to the University while developing an effective social media presence that maximizes user engagement. The University recognizes that technology and social media are ever changing. This policy is intended as a guide and should be considered adaptable to changes and additions to social media platforms as appropriate.

2 Definitions

2.1 Social Media

Social media are web-based and mobile technologies that turn communication into interactive dialogues. Outlets within social media include, but are not limited to, online social networks such as Facebook, blogs, Twitter, and Instagram, and video sharing websites such as YouTube which are accessible to internal and external audiences.

2.2 Platform

The term “platform” refers to the online forum, mechanism or tool through which users participate in social media. Facebook is an example of a social networking platform, and

YouTube is an example of a video-sharing platform. Most platforms are owned by independent companies that regulate their use.

2.3 Terms of Use

Each platform's respective terms of service dictate the rules and guidelines for authorized use of that platform. Many companies that operate social media platforms specify that, by posting on their sites, the company is granted irrevocable, perpetual, non-exclusive license to use and distribute content for any purpose, commercial, noncommercial, or otherwise.

3 Account Creation

3.1 Getting Started

Accounts made for a University department, office or program must be created by an authorized employee of the University.

Accounts made for an Office of Student Activities and Leadership (OSAL) student club or student organization must be created by a member of that club or organization (**see Section 8 for details**).

Contact the Office of University Communications and Marketing (UCM) at (808) 739-7476 when you plan to establish a social media presence on behalf of an official University entity. This policy is to ensure that all institutional social media sites coordinate with other University sites and their content. Following this policy is an important measure in order to comply with platforms' terms and conditions and to enable the University to assess authorized accounts and platforms.

The Office of University Communications and Marketing will need to have each account link and all administrator names on file. Any changes in the designated account administrator(s) should be promptly communicated to the Office of University Communications and Marketing. If a University social media account was created prior

to the enactment of this policy, please contact the Office of University Communications and Marketing to ensure the account complies with guidelines and standards. Please contact the Office of University Communications and Marketing at (808)739-7476.

3.2 Responsibilities

Account holders must adhere to all applicable University policies for communications, privacy and civility.

4 Naming Conventions

Some social media platforms allow the creation of unique account names and web addresses. Naming a social media account properly is important in building the trust of users and in developing a consistent, strong Chaminade brand.

Use the following naming conventions:

4.1 Facebook

[insert name] at Chaminade University

Example: *Office of University Communications and Marketing at Chaminade University*

4.2 Twitter

Chaminade [Insert Name] or ChaminadeU [Insert Name] or CUH [Insert Name]

Example: *ChaminadeAthletics* or *ChaminadeUAthletics* or *CUHAthletics*

4.3 YouTube

Chaminade University_[Insert Name] or ChaminadeU_[Insert Name]

Example: *Chaminade University Athletics* or *ChaminadeU Athletics*

4.4 Other Platforms

Because social media platforms are rapidly evolving and ever-changing, there will be a need for periodic updates. Naming conventions listed above are for the most commonly used social media platforms. For naming conventions of other social media platforms, please contact the Office of University Communications and Marketing.

If accounts have already been created using another naming convention, please contact the Office of University Communications and Marketing.

5 Posting of Content

5.1 General Content Guidelines

Content should be posted with the understanding that it may be redistributed through the Internet and other media channels and may be viewed by the general public. Even if the content is deleted or modified, older versions may continue to exist online. Ensure that the content posted is consistent with the mission of the University and or the purpose of the organization. Share only information that is appropriate for public viewing.

Social media platforms should not be used to post detailed policy, procedural information, or other information that may change throughout the year, such as program admission criteria. Rather, users should be directed to official University websites, electronic resources or publications for such information.

Content directed at individual fans or page users should be written in a respectful manner. Content should never be written in a manner that can be interpreted as combative, demeaning, against the University's mission, or otherwise negative. Content should not be posted if it depicts a dangerous activity unless discussed with and approved by appropriate University administrators. A legal disclaimer may be required for such posts.

Do not post content that shows (or may be perceived to show) someone getting hurt, attacked or humiliated; might be considered racist, sexist, bigoted or demeaning to a particular group of individuals; depicts activity that is (or may be perceived to be) illegal, such as drug use; or could otherwise show the account holder or the University in a negative light. If controversial content is related to academic study, ensure that appropriate context and disclaimers such as "the views expressed here are not

necessarily the views of Chaminade University” are provided. Content should not be posted unless it is clearly suitable for the general public.

5.2 Confidential and Proprietary Information

Do not post confidential or proprietary information about Chaminade University or its students, employees, alumni or donors. Employees must follow applicable federal requirements outlined in FERPA (Family Educational Rights and Privacy Act) and HIPAA (Health Insurance Portability and Accountability Act), as well as National Collegiate Athletic Association (NCAA) regulations. The University must have written permission from a student to release any information from a student’s records.

Do not include personally identifiable information that can be used to locate any individual without that person’s written permission. This information includes an individual’s identification numbers, such as Social Security numbers or student ID numbers, addresses and phone numbers (other than an authorized business address or business phone number).

Do not upload, post, transmit, share, store or otherwise make publicly available on a social media site any private information of any affiliated or unaffiliated third party, including addresses, phone numbers, e-mail addresses, Social Security numbers, credit card numbers and other identifying information. Do not use social media platforms to collect users’ personal information, as most sites’ terms and conditions, as well as state and federal law, impose significant restrictions.

Employees must not share confidential information. For more information, contact the University’s Office for Personnel Services at (808) 735-4767.

5.3 Use of Copyrighted or Proprietary Media

Rights and permissions must be secured before posting, sharing or distributing copyrighted materials, including but not limited to music, art, copyrighted photographs or texts, portions of copyrighted video, or information considered proprietary by a University partner, vendor, affiliate or contractor. Secure written permission prior to

using or incorporating any copyrighted or proprietary materials, except when such material is covered under Fair Use provisions. Fair Use allows for the use of copyrighted material if it meets some or all of the following requirements: it is a work that is mostly factual; it is being used to serve a significantly different purpose than its original purpose, or it has been changed significantly from its original appearance. You can learn more about Fair Use at <http://www.copyright.gov/fls/fl102.html>.

5.4 Use of Identifying Images

Do not post content that might be embarrassing to an individual or that could be construed or interpreted as placing an individual in a negative or false light. Do not post content that might cause someone to believe that his or her name, image, likeness or other identifying aspect of his or her identity is being used for commercial purposes without permission. Take special care when posting photographs of minors. Always make sure you have a parent's or guardian's permission.

5.5 Commercial Endorsements

Endorsing commercial products or services is not permitted.

5.6 Political Campaigning

Because of the University's tax-exempt status, there are prohibitions against using University resources to support or oppose individual candidates or parties in a political campaign.

5.7 Lobbying Activities

Because of the University's tax-exempt status, lobbying activities are restricted. Use of University resources to conduct lobbying activities must be approved in advance by the University President.

6 Graphic Standards

During the creation process of any social media profile on any platform, the graphic standards will be discussed with each administrator by University Communications and

Marketing to ensure that the University's official name, logo and colors are used in accordance with University policy. University page administrators can make their pages more effective by adopting Chaminade University logos and using logos guidelines, which is accessible through the University portal.

7 Moderating Comments

University social media efforts should encourage fans, followers, and friends to share their thoughts with one another by commenting on stories, videos, links, posts, etc. on each respective social media site within the following guidelines, which should be prominently displayed on the social media site:

“DEPARTMENT, OFFICE OR ORGANIZATION NAME” at Chaminade University encourages participation and interaction. This profile serves as a forum for discussions about University-related topics and interactions among people with an interest in our school. We hope to provide a forum for dialogue among the many diverse voices of our University, and we encourage comments about the content you find here. However, *“DEPARTMENT, OFFICE OR ORGANIZATION NAME”* reserves the right, to remove posts containing personal attacks, profanity, nudity, hate speech or illegal material, advertisements unrelated to University activities, conflict with the mission of the University, political campaign activities, lobbying activities, or any post at our discretion. Posts also may not promote commercial entities outside of the University or solicit funds. *“DEPARTMENT, OFFICE OR ORGANIZATION NAME”* at Chaminade does not guarantee the accuracy of posts by non-Chaminade representatives, nor does it endorse the opinions of these individuals. At times, Chaminade may post copyrighted material; all University content is the property of Chaminade and subject to copyright laws.”

For guidance on where this information should be posted, contact the Office of University Communications and Marketing at (808) 739-7476.

8 Office of Student Activities and Leadership (OSAL) Student Clubs and Organizations

8.1 Benefit

The purpose of Chaminade social media policy is to develop and maintain a reputation for the University's social media presence as an important forum for conversations about a range of issues; to enhance the student's educational experience; to use social media as an integral part of an overall communications strategy to maintain and increase the prominence of Chaminade University's programs, initiatives and members of its community; and to engage a full range of constituencies in new and flexible ways. By using the specific naming conventions, graphic standards, marketing tactics and complying with the platform's terms and conditions, all OSAL clubs and organizations that choose to promote their organization on a social media platform will benefit from the consistent branding that this policy is designed to achieve.

8.2 Getting Started

Accounts made for OSAL student clubs and organizations must be created by a member of that club or organization. Contact the OSAL before establishing a social media presence on behalf of the OSAL club or organizations. OSAL will need to have each account link and all administrator names on file. This ensures that all institutional social media sites coordinate with other Chaminade University sites and their content. Following this policy is important in complying with platforms' terms and conditions. Any changes in the designated account administrator(s) should be promptly communicated to the director of the Office of Student Activities and Leadership. If a club or organization's social media account was created prior to the enactment of this policy, please contact OSAL at (808) 739-4688 to ensure the account complies with policy and standards.

8.3 Responsibilities

Account holders must adhere to all applicable University policies for communications, privacy and civility found in the Student Handbook.

8.4 Political Campaigning and Lobbying Activities

OSAL student clubs and organizations have the right to express their political views within their organizations (i.e. Young Republicans or Young Democrats). Please visibly place the following disclaimer on each platform representing the OSAL club or organization: *“The views expressed here are not necessarily the views of Chaminade University.”*

For questions about this policy, contact the Office of University Communications and Marketing at (808) 734-7476.

9 Personal Social Media and Email Accounts

The University recognizes each person’s personal freedom to have personal social media sites and email accounts. However, employees and students are prohibited from making representations on behalf of the University on personal social media pages, sites, or email, without receiving approval in advance by the University’s president or appropriate member of the President’s Leadership Council (PLC). Additionally, employees and students are prohibited from posting or releasing confidential information on personal social media sites and email accounts that was learned within the course of their work or studies at Chaminade University.