

Guidelines for St. Norbert departments and units involved in social media

Who

- Departments and units can and should have presence in social media when it makes sense in the context of their wider strategic plans. How can social media help you accomplish your strategic goals? Avoid starting a social media account just to start a social media account.
- Consider sustainability. Some individual(s) should take ownership of the presence.
- Content should be as relevant as possible to your community. Avoid duplicating efforts of the institutional St. Norbert College networks and others. Instead, take a look at it from the perspective of your audience. For example, the Political Science department could post a photo of their students at a St. Norbert College football game instead of posting about the football game in general. The primary sources for general St. Norbert College content are the institutional accounts. When in doubt, contact the Office of Communications

What

- Content/presence should reflect college brand identity.
- Content/presence should maintain quality levels as appropriate to the medium.

When

- Post timely and relevant news items and discussion topics.
- Respond to messages from your audience in as close to real time as possible.

Where

- Go to where your audience is in social media. Make good decisions about which social media networks to adopt.
- Adapt your voice and style as appropriate to your medium and audience.

Why

- Good communication practice dictates that we use all modalities to engage our audiences wherever they are.
- There are already conversations about St. Norbert College in social media, and it is simply effective communication practice to join in those conversations.

How

- Listen to what's being said and talk with them – not at them.
- Content voice should be authentic and reflect the unit identity. Don't try to be something you are not. Show who you are.



Guidelines for students, faculty and staff managing St. Norbert College–sponsored social media

Accuracy

- Make sure you have all the facts before you post.
- Check your post. Spelling matters. Remember: You're representing St. Norbert.
- If you make an error, correct it quickly.

Confidentiality

- Be aware of FERPA, HIPPA and other federal and state laws and college procedures restricting the release of personal information.
- Do not post confidential information about St. Norbert, our students, faculty, staff or alumni.
- As a guideline, don't post anything you would not say at a public forum.

Copyright

- Follow the college and host guidelines.
- For reference visit the [Stanford Copyright and Fair Use Guidelines](#) and/or www.creativecommons.org.

Content

- Social media is designed to be two-way communication. Know your audience and listen. Respond to posts as appropriate.
- Post items you think will be of interest to your audience.
- Content should be specific to the unit.
- If you have questions about whether material is appropriate for posting, consult the Office of Communications
- Keep your personal views separate.
- Balance your content with St. Norbert College (or unit-) -related content and content from others.
- Content should not overlap with St. Norbert College content. The primary sources for general college content are the St. Norbert College institutional accounts.

Privacy

- The Internet is not anonymous, and it does not forget. Search engines can pick up posts years later, and posts can be easily copied and forwarded.
- If posting photos, ask permission of those involved. If someone objects to photography, as a matter of common courtesy avoid using.

Resources

- Social media users are subjected to the St. Norbert College [Computing and Networking Appropriate Use Policy](#).
- Successful use of social media requires a dedicated person and time.

Respect

- Treat those with whom you engage online with respect.
- Deal with problem posters as privately as possible.
- Think before you post.

Timeliness

- Social media presumes 24/7 interaction.
- Try to post updates regularly – and at least several times a week.
- Check posts about your unit daily – and respond as appropriate.



Copyright Guidelines for St. Norbert College-sponsored Social Media

Copyright

- Follow the college and host application guidelines (for example, in Facebook you must comply with Facebook's copyright guidelines as well as St. Norbert College's).
- For reference, see the [Stanford Copyright and Fair Use Guidelines](#) and www.creativecommons.org.
- If there is any question about whether content is protected by copyright, it is best not to post it.

Text

- Always attribute comments, posts and content that originated by another account in social media.

Images

- Private events require a written release signed by subjects who have been photographed that gives permission to use their likeness and commentary public events do not require a signed release.
- Events that occur outdoors or in public spaces on or off campus are typically considered public events.
- Get permission from speakers who present at any event in order to use their images online.
- Avoid using imagery of minors in online media unless you have secured written permission from the child's parents.
- Images owned by the college may be distributed online.

Music

- Do not use music protected by copyright in content unless you have written permission from the copyright owner. Please note that such permissions are typically accompanied by royalty payments of some sort.
- If you do have permission, make sure that it includes distribution in online media. Permission to use copyrighted work in one media (such as broadcast) does not necessarily extend to online media.
- Ownership of a piece of music as a consumer does not extend your right to use that music as a part of online content on behalf of the college.
- If you need music, the Office of Communications can provide referrals to stock music media sources where music and copyrights can be purchased on-demand.

Video

- Private events should have a written release signed by subjects who have been recorded that gives permission to use their likeness and commentary; public events do not require a signed release.
- Written permission for video recording and online use of that video should be obtained from non-college speakers recorded at college-sponsored events. Typically, such permission is included as part of a document outlining the speaking arrangement.
- If you do have permission to use footage acquired by third-party, make sure that it includes distribution in online media. Permission to use copyrighted video or film footage in one media (such as broadcast) does not necessarily extend to online media.
- Ownership of a consumer packaged film or video does not extend your right to use that music as a part of online content on behalf of the college.
- If you need video to accompany a particular piece, the Office of Communications can provide referrals to video footage sources where music and copyrights can be purchased on-demand.