# SOCIAL MEDIA

## *Policy*

The purpose of these guidelines is to help **NAME OF COMMUNITY COLLEGE/DISTRICT** communicators understand how **NAME OF COMMUNITY COLLEGE/DISTRICT** policies apply to new communications technologies such as blogs and social networking sites, and to guide them in using new social media platforms. The guidelines apply to material that **NAME OF COMMUNITY COLLEGE/DISTRICT** communications offices and related units publish on **NAME OF COMMUNITY COLLEGE/DISTRICT**-hosted websites and related **NAME OF COMMUNITY COLLEGE/DISTRICT** sites such as those on YouTube and Facebook. Any questions about these guidelines should be directed to [socialmedia@NAME OF COMMUNITY COLLEGE/DISTRICT.edu](mailto:socialmedia@duke.edu).

## *Rationale*

Blogs, social networks and websites such as Wikipedia, Facebook, Twitter, Flickr and YouTube are exciting new channels for **NAME OF COMMUNITY COLLEGE/DISTRICT** communicators and their colleagues to share knowledge and connect with key audiences, including students and others who may not consume traditional media as frequently as others. **NAME OF COMMUNITY COLLEGE/DISTRICT** supports this kind of participation in online communities and maintains its strong [commitment to academic freedom](http://web.duke.edu/policies/research/institutional/freedom.php) in these channels. Because social media channels are fairly new and evolving every day, these guidelines were adapted from respected online and industry sources to provide guidance in using these forums effectively, protecting personal and professional reputation and following College policies.

## *Procedures*

**NAME OF COMMUNITY COLLEGE/DISTRICT** units and departments have wide latitude to create and maintain a presence on social media channels such as Facebook and Twitter. They should do so in ways that are professional, technically secure and transparent. Units and departments are responsible for ensuring that content posted by, or on behalf of, any unit or department adheres to all **NAME OF COMMUNITY COLLEGE/DISTRICT** College policies and to appropriate laws that govern the dissemination of public information. To that end, units and departments should periodically review the guidelines for social media established by the Office of News and Communications and consult with ONC if they have questions about their implementation:

* **Understand your strategy**. Social media efforts should be part of a larger communications strategy. Know what you're trying to accomplish, and why. Who is your audience? What do you want them to do? Is social media the best way to do this?
* **Follow all applicable NAME OF COMMUNITY COLLEGE/DISTRICT policies**. For example, you must not share confidential or proprietary information about **NAME OF COMMUNITY COLLEGE/DISTRICT**. Among the policies most pertinent to this discussion are those concerning [government affairs](http://news.duke.edu/reports/govtrelations_policies.pdf), [mutual respect](http://judicial.studentaffairs.duke.edu/resources/community_standard/cs_more.html), [computer, e-mail & Internet use](http://www.security.duke.edu/acpub-acceptableuse.html) and [student financial aid](http://dukefinancialaid.duke.edu/undergraduate/policies/index.html).
* **Everything is public**. There's no such thing as a "private" social media site. Search engines can turn up your posts years later. Don't post something today that may haunt you later.
* **Be respectful**. If readers see your affiliation with **NAME OF COMMUNITY COLLEGE/DISTRICT**, they may read your words as representing the College, even if you provide a disclaimer saying your views are your own. As a general rule, be respectful and don't post anything you would be uncomfortable saying in a public setting. Follow the [**NAME OF COMMUNITY COLLEGE/DISTRICT Guiding Principles**](http://hr.duke.edu/guidingprinciples/) and the [**NAME OF COMMUNITY COLLEGE/DISTRICT** Community Standard](http://judicial.studentaffairs.duke.edu/resources/community_standard/cs_more.html).
* **Be transparent about your role at NAME OF COMMUNITY COLLEGE/DISTRICT**. If you participate in or maintain a social media site on behalf of the College, clearly state your role and goals. Strive for accuracy, correcting errors quickly and visibly. If you have questions about whether it is appropriate to write about certain material, ask your supervisor first.
* **Maintain confidentiality**. Do not post confidential, proprietary or protected health information about students, employees, patients or other members of the **NAME OF COMMUNITY COLLEGE/DISTRICT** community. Use good ethical judgment. All federal guidelines such as [FERPA](http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html), [HIPAA](http://www.hhs.gov/ocr/privacy/) and College policies such as the [**NAME OF COMMUNITY COLLEGE/DISTRICT Confidentiality Agreement**](http://www.hr.duke.edu/forms/confidentiality.html) must be observed on **NAME OF COMMUNITY COLLEGE/DISTRICT**-sponsored or **NAME OF COMMUNITY COLLEGE/DISTRICT**-maintained social media sites.
* **Protect your identity**. Don't provide personal information about yourself or others that scam artists and identity thieves might steal.
* **Moderate comments and discussions**. By their nature, social networking sites are participatory and involve sharing among multiple users. However, it is important to monitor live discussions for off-topic or abusive comments. Whenever possible, moderate comments and be transparent about doing so by including language similar to the comments policy on [**NAME OF COMMUNITY COLLEGE/DISTRICTy's Facebook Fan Page**](http://www.facebook.com/#%21/DukeUniv?v=info).
* **Respect College time and property**. As stated in **NAME OF COMMUNITY COLLEGE/DISTRICT**'s "[Computing and Networking: Acceptable Use](http://www.security.duke.edu/acpub-acceptableuse.html)" policy, college computers and work time are to be used for college-related business. It's appropriate to post at work if your comments are directly related to accomplishing work goals, but maintain your personal site on your own time using non-**NAME OF COMMUNITY COLLEGE/DISTRICT** computers.