

SOCIAL MEDIA POLICY**POLICY 04-01-01**

Effective Date: 12/19/11

Revised: 02/19/15

Date Last Revised:

08/08/19

The following are responsible for the accuracy of this information contained in this document:

Responsible Policy Administrator

Vice President for Enrollment

Responsible Department

Enrollment/Marketing & Communications

Contact

(508) 213-2428

Policy Statement

Social media is an important communications channel. Nichols College and members of the Nichols College extended community, potential students, and their families are using social media tools to communicate with us and also as an information source. This policy aims to establish procedures and best practices that ensure quality and consistency of information distributed via social media.

Application and compliance with this policy is the responsibility of all Nichols College employees.

Reason for Policy

For social media to be effective, Nichols College needs to have representation from many departments and individuals on campus. Our social media communications also need to be consistent with our traditional communications. This policy will help ensure that we can engage with our community online while maintaining an overall consistency.

Entities Affected By This Policy

- All departments

Related Documents

- Student Code of Conduct
- I.T. Acceptable Use Policy
- Employee Handbook

Scope

This policy applies to all official social media profiles managed on behalf of the College by Nichols College students, staff, and faculty.

Failure to comply with this policy may result in disciplinary action up to and including termination.

Responsibilities

Responsible Party	Action
Profile Administrators	<ul style="list-style-type: none"> • Monitor profiles for content that is obscene, threatening, harassing, violates intellectual property laws or otherwise violates Nichols College policies and remove content from the profile. • Respond to questions or refer to the appropriate individual or department if the question falls outside departmental area or area of expertise. • Ensure that interaction between members of the community remains respectful. Alert appropriate staff or faculty if situations require intervention.
Students, staff and faculty	<ul style="list-style-type: none"> • If you observe objectionable content or posts, notify the profile administrator immediately. If unsure about whom to contact, notify the Director of Marketing & Communications. • Respond to questions as appropriate. If you are unable to do so, notify the appropriate department or individual. If you are unsure who to notify, contact the Director of Marketing & Communications.
Director of MarComm/Jr. Content Specialist	<ul style="list-style-type: none"> • Directs communications to appropriate individuals for response as needed. Manages primary social media presence for the College.

Procedures

I. Starting Out

- a. If you would like to get started with a form of social media or blog, especially if you are an employee of Nichols College, please contact the Director of Marketing & Communications to provide assistance, help get you set up, and let you know if there is already a platform or product that meets your needs in place. We can always use contributors!

II. Posting/Editing

Whether posting or editing content to a personal or to a College social media platform, you should adhere to these important rules:

- a. You represent the school. Conduct yourself accordingly. This includes your use of language and behavior towards others. Remember, the rules for conduct between students, staff and faculty as outlined in the Employee Handbook, Student Code of Conduct, and I.T. Acceptable Use Policy apply.
- b. Assume everything posted on the Internet will last forever. Consider this before you broadcast it over social media.
- c. If something is outside of your area of expertise, or is a newsworthy event, you should contact the school prior to discussing it externally.
- d. If you are ever unsure whether or not you should talk about something related to Nichols College, contact the Director of Marketing & Communications. Our goal is outreach and communication, not censorship.
- e. Nichols College logos, color schemes, and website themes should only be used on official sites or with permission. If you have questions about Nichols branding, contact the Creative Director.
- f. Do not allow others to post to official platforms on your behalf without the permission of the College.
- g. Ensure that information posted on official pages and profiles is accurate and complete.

- h. While it is appropriate to share a variety of content via social media, posts must serve the higher purpose of being supportive of the Mission of the College; useful to our community in the context of the College; and help to build and strengthen our community and message. If you are unsure of whether a post is appropriate, contact the Director of Marketing & Communications.
- i. When creating videos or other content, please respect the copyrights of others. Ensure that you have permission to use any materials that you do not directly create. This includes and is not limited to text, photos, graphics, videos and music. If you have questions about materials created by others, contact the Director of Marketing & Communications.

Definitions

Term	Definition
Social Media	Websites that allow user generated content and interaction like Facebook, Twitter, Instagram, YouTube, Snapchat, Pinterest, and others. Blogs and Wikis.

Forms / Instructions

None

Appendices

- I. List of Primary Social Media Profiles as of February 2018
 - a. Nichols College
 - i. Facebook (<https://www.facebook.com/Nichols.College>)
 - ii. Twitter (http://twitter.com/nichols_college)
 - iii. Instagram (https://instagram.com/nichols_college/)
 - iv. LinkedIn (<https://www.linkedin.com/company/nichols-college>)

- b. Graduate and Professional Studies
 - i. Facebook (<https://www.facebook.com/Nichols.College.GPS>)
 - ii. Twitter (https://twitter.com/NC_GPS)
 - iii. Instagram (<https://instagram.com/nichols.college.gps/>)
 - iv. LinkedIn (<https://www.linkedin.com/company/nicholscollegegps>)
- c. Athletics
 - i. Facebook (<https://www.facebook.com/Nichols.Athletics>)
 - ii. Twitter (<https://twitter.com/ncbison>)
 - iii. Instagram (<https://instagram.com/ncbison/>)
- d. Office of Advancement/Alumni Relations
 - i. Twitter (<https://twitter.com/NicholsAlumni>)
 - ii. Instagram (<https://instagram.com/alumninichols/>)
 - iii. LinkedIn (<https://www.linkedin.com/showcase/nichols-college-office-of-alumni-relations/>)
- e. Admissions
 - i. Twitter (https://twitter.com/nc_admissions)
 - ii. Instagram (https://instagram.com/nc_admissions/)
- f. Student Success and Retention
 - i. Twitter (<https://twitter.com/succeedatnc>)
 - ii. Facebook (<https://www.facebook.com/succeed.at.nichols>)
- g. President Engelkemeyer
 - i. Twitter (<https://twitter.com/nicholsprez>)
- h. Fischer Institute/OIE
 - i. Twitter (https://twitter.com/fischer_NC)

- ii. Twitter (https://twitter.com/OIE_Nichols)
 - iii. Instagram (https://instagram.com/oie_nicholscollege/)
- j. Bookstore
 - i. Twitter (<https://twitter.com/NicholsBooks>)
- k. Career Services
 - i. Twitter (<https://twitter.com/nicholscareer>)
 - ii. Facebook (<https://www.facebook.com/nichols.college.career/>)
 - iii. LinkedIn (<https://www.linkedin.com/groups/59559>)
- l. ResLife
 - i. Twitter (https://twitter.com/nc_reslife)
- m. Student Involvement
 - i. Twitter (<https://twitter.com/FelsStudentCent>)
 - ii. Twitter (https://twitter.com/NC_BisonBeat)
 - iii. Instagram (<https://instagram.com/felsstudentcenter/>)
 - iv. Instagram (https://instagram.com/nc_bisonbeat/)
 - v. Instagram (https://instagram.com/nc_campusrec/)
- n. Institute for Women's Leadership
 - i. Twitter (https://twitter.com/IWL_nichols)
 - ii. Twitter (https://twitter.com/NC_EWIB)
 - iii. Instagram (https://instagram.com/iwl_nichols/)
 - iv. Instagram (https://instagram.com/nc_ewib/)
- o. Information Technology
 - i. Facebook (<https://www.facebook.com/Nichols.IT>)
 - ii. Twitter (https://twitter.com/Nichols_tech)

- p. Dining Services
 - i. Twitter (https://twitter.com/nc_dining)
 - ii. Instagram (https://instagram.com/nc_dining/)
- q. Student Financial Services
 - i. Twitter (https://twitter.com/SFS_Nichols)
 - ii. Instagram (https://instagram.com/nichols_sfs/)

II. Best Practices Guide

- a. Follow Mashable (<http://www.mashable.com>), an excellent source of social media information and news.
- b. Support your HERD! Sharing posts, re-tweeting and publicly thanking or congratulating other members of the community helps strengthen the community.
- c. Twitter users should include their full names in their profiles. Group accounts should identify all authorized tweeters.
- d. If you are considering getting started, do these things first:
 - I. Define your goals and audience.
 - II. Decide who will be responsible for maintaining the profile or blog.
 - III. Contact the Director of Marketing & Communications to discuss plans and set-up.
- e. Remember, not all social networks are appropriate for all purposes and audiences. Some require more time in maintenance than others. Focus on your goals and team support first. This will determine which sites will work best for you.
- f. Connecting with students via social media can be very beneficial, but ultimately, is a personal choice. If you choose to connect, but are unsure how to separate your professional presence from your personal one, please contact the Director of Marketing & Communications to discuss options. In general, using lists and filters will provide the necessary tools to establish and maintain good online communication with students.

Approvals

President's Council Member

Date

The above policy has been reviewed and approved by the Nichols College President's Council and is effective as of the date indicated above.

