



Social Media Policy

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Overview

Clinton College's Social Media Policy originated from the department of Institutional Advancement and Office of Communications. It is intended to provide guidance for students, faculty, staff, and visitors concerning the use of social media channels used through the college's network and equipment.

The Department of Institutional Advancement's social media policy is designed to create a community where the college can share its accomplishments, academic programs, activities, and events with the college audience.

As social media becomes a primary source for higher-educational institutions to communicate with the public, be aware of the consequences when used improperly. Poor behavior on social media cost people careers and educational opportunities. Make proper decisions if you choose to use social media at Clinton College.

Below is Clinton College's social media policy. To avoid potential issues and consequences, the social media policy must be followed by all users at Clinton College.

Clinton College expects students, faculty and staff, and visitors to obey the Terms of Service when using social media sites.

Posting as an Individual

- Be transparent about your identity
 - If you are promoting Clinton College, disclose your relationship with the college.
- Protect your identify
 - Do not post personal information that hackers or scammers could use.
- Be truthful

- Tell the truth, thanks to the internet, it is very easy for people to find out correct information.
- Use appropriate language and tone
 - Consider your words and how you use them when addressing someone.
 - Language that is used to threaten, harass, insult, bully or intimidate will not be tolerated by Clinton College.
- Respect the views of others, even if you don't agree
- Do not use the Clinton College logo or use the College to make endorsements
 - Do not use the Clinton College shield, wordmark or any other images on your personal websites.
 - Do not use the Clinton College name to promote or endorse any product, cause, person or political party or candidate.

Posting on Behalf of Clinton College

IMPORTANT: All social media sites representing the college must be approved and created by the Marketing & Communications department.

- Make sure social media accounts follow college policy and design
 - When posting for a Clinton College social media site, refer to the College Branding Guide.
- Maintain College confidentiality
 - Do not share confidential information, non-public strategies, student records or personal information without authorization.
- Be accurate
 - Have all the facts before communicating about Clinton College's history, services and programs. When in doubt, refrain from responding until you receive the correct information.
- Know and respect your audience
 - Be responsible with your words – you are speaking on behalf of Clinton College.
- Do not post personal views
 - Clinton College social media pages are to be used to promote the college and its programs. Personal views should not be shared and do not represent the values of the college.

Print Name

Signature

Date

Witness Signature

Date

Approved 10/8/2019