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SHSU Social Media Policy and Procedures Manual

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Sam Houston State University Social Media Policy and Procedures

Overview

Sam Houston State University believes in using every resource available in preparing our students and is excited by the opportunities presented to us by social media.

Social media usage is increasing daily and entering every area of our lives. These tools allow everyone to become a content provider, and share what's on their minds. They bridge distances, entertain and inform us, and make communication instantaneous. Social media is a tool that can be used to help fulfill the mission and goals of SHSU.

We support the use of social media by faculty, staff, students, alumni, and other SHSU stakeholders. However, we also recognize that use of these resources can have a significant and lasting impact on our school and on us individually. Going forward, we will unite our academic and athletic departments, our alumni contributors, and our student organizations/groups, as the Official Sam Houston State University Social Media Community in using these tools to the best advantage of every Bearkat.

The following are guidelines for how to set-up and operate official social media accounts that represent the University, its interests, departments, faculty, athletics, student organizations, staff, alumni, and other stakeholders as part of the Official SHSU Social Media Community, including best practices and helpful hints. It covers existing social media platforms and will be expanded as new social media resources are adopted by SHSU. This Official Community is the core of the Sam Houston Social Universe.

University Mission

Sam Houston State University is an inclusive institution whose mission is to provide high quality education, scholarship, and service to students and to regional, state, national, and international constituencies.

University Goals

- Promote students' intellectual, social, ethical, and leadership growth.
- Pursue continuous improvement.
- Recruit and retain qualified, dedicated faculty and staff.
- Recruit, motivate, and retain qualified students.
- Provide the necessary library, technology, and other facilities to support quality instruction, research, and public service.
- Promote scholarly and research activities that contribute to knowledge and understanding.
- Promote and support diversity and provide equitable opportunities for underrepresented groups.
- Offer a wide range of preprofessional, baccalaureate, master's, and doctoral programs.
- Promote cooperation with educational institutions, government and non-profit agencies, and the private sector.

Social media sites are environments for promoting items of interest to everyone involved in the University and stimulating discussion – but this communication is also instant and permanent. As such, Official SHSU Social Media Community accounts will be administered and monitored by designated Account Managers (including department heads and faculty advisors) and volunteer Ambassadors approved by

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the SHSU Marketing and Communications department. All Official SHSU Social Media accounts will be publicly listed by the university on a social media page on the SHSU website and on our official Facebook page.

SHSU has trademarked "Sam Houston State University," "SHSU," and affiliated terms. As such, only members of the Official Community will be allowed to use identify themselves with the University's name in social media.

Should You Join the Sam Houston Social Universe?

SHSU encourages the leaders of our academic and athletic departments, social groups, and student organizations to consider joining the Official SHSU Social Media Community. This membership will help standardize our messaging, branding, and assist you in reaching the audience you're seeking to engage.

Social media tools allow you to personalize your message and engage your audience one-on-one. These tools are being integrated into University communication, and membership will help you determine which tool is best for your purposes.

Things to Consider Before Joining

Using social media requires pre-planning, active management, and a time commitment. Before applying, consider if creating one of these accounts is the right move for your department or organization.

For all social media platforms:

- First and foremost, what are my goals with utilizing social media? Have I thought out what short-term and long-term objectives I have for the entity I will be representing in the Social Universe?
- Am I good at working with technology I am unfamiliar with?
- Do we have the time necessary to maintain one or more accounts? Creating these accounts requires maintaining them with consistent posting of newsworthy and relevant content.
- Will I be creating a redundancy? Does an existing account already cover the distribution of this information?
- What is the size of the audience you hope to reach? Is this tool effective based on this target audience's size?
- Will your content be relevant to members of your community, or the SHSU audience at large?
- Do I have a sizable target audience that would be interested in this content?

Blogs
- What is the purpose? Do I have the writing skills and capacity to bring this purpose to fruition over time?
- Do I have the long-term commitment necessary to grow an audience base?
- Does my special interest group/organization have a target audience base that is large enough to have a sizable readership if I create a blog?
- Is there enough relevant content that I can use and produce over a long period of time to keep people visiting the blog?
- How many contributors will you have? Will I be able to organize this kind of execution?

Facebook
- Facebook provides a certain amount of privacy. What sort of information will you be sharing and what audience are you trying to reach?

- If using it for class-related events, will you be including it in your syllabus?
- Will you be considering a group? This can be a closed or public resource, but can be tough to administer.
- Will you be considering a page? They offer a greater degree of control but are more public to the Facebook population at large.
- Is this group or page made redundant by a pre-existing one that is a member of the Official SHSU Social Media Community?
- Will you be creating event invitations on Facebook and incorporating them as part of your general outreach for events? Be mindful that other groups and interests may exist that you wish to work with on an event.
- Consider frequency of posting and content. Your page will be an excellent tool to promote events, post follow-up, and engage interested parties on a daily basis.
- Will we use Facebook ads? If so, for what purpose and what audience? Who's budget will be paying for it?
- Is my interest group a year-round group that can have fans at any time?

Reasons to Select a Social Media Platform:

Blogs
- You have the ability and ongoing desire to write clearly about relevant topics.
- You have the amount of ongoing, relevant, and timely content people want to read about.
- You consistently have time to find relevant content to write about, at least once per week being the minimum typical frequency of posting.
- You want a platform that allows for both short messaging and a long-form exploration of topics.
- You find that your organization has a lot of stories to tell.
- Short term and long term goals of the group/entity I would represent can be achieved through the use of a blog.

Facebook
- You have the capacity to spend time posting information and monitoring feedback.
- You wish to reach the segment of your audience already on Facebook.
- You have the capability and desire to share photographs and video.
- You require an easy way to notify an audience of upcoming events.
- You wish to direct your audience to a particular Internet link or promotion and accompany it with a brief introduction.
- Short term and long term goals of the group/entity I would represent can be achieved through the use of a Facebook fan page.

Geolocation
- You are tied to a geographic location or are holding an event.
- You have reason to get people to visit a particular location.
- You have promotions that you have the authority to utilize.
- Short term and long term goals of the group/entity I would represent can be achieved through the use of Geolocation tools.

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Twitter
- You have the desire and know-how to track and listen to others in the SHSU community.
- You have short and simple messages to share with a broad audience.
- You wish to direct that broad audience to a particular Internet link or promotion.
- There are like-minded entities that already exist on Twitter.
- Short term and long term goals of the group/entity I would represent can be achieved through the use a Twitter account.

YouTube
- You have a lot of timely and visual content that can be posted to the web often to show off speakers or events.
- You have video capabilities to produce video content.
- Short term and long term goals of the group/entity I would represent can be achieved through the use of a YouTube channel.

How to Apply

SHSU asks that department heads, staff, faculty and our other various stakeholders interested in using social media for university related reasons consider taking on roles as Account Managers. As such, you will be responsible for creating content and maintaining your social media accounts, as you will be part of the SHSU online community at large. Requests for accounts to be part of the Official SHSU Social Media Community must be submitted for approval through the application process. (See page 14.)

Keep in mind the following:
- Each account should fill a role relevant to the Official SHSU Social Media Community and the University's interests at large.
- SHSU asks that department heads, staff, faculty and our other various stakeholders interested in using social media for university related reasons consider taking on roles as Account Managers..
- All accounts and Social Media Ambassadors/Members of the Official SHSU Social Media Community will adhere to all applicable University policies.
- All accounts and Social Media Ambassadors/Members of the Official SHSU Social Media Community will adhere to all requirements and regulations in this document.

The SHSU Marketing and Communications Department reserves the right to access and manage Official Community accounts. They reserve the right to edit and delete content as appropriate. The right to seize and shut down accounts if necessary is also reserved.

Your registration with the Marketing and Communications Department must be updated whenever new Account Managers or Ambassadors are required to administrate accounts.

You will then be included on the Official SHSU Social Media community page on shsu.edu and on the list hosted by the primary SHSU account on the applicable platforms.

This office will also have approval of your official profile image/avatars and will keep your passwords on file in order to facilitate proper account transitions if/when another Social Media Ambassadors or any key account manager steps into your role. Social Media Ambassadors working on behalf of faculty and staff/departments will share password access with their supervisor. Student organization presidents

will have access to social media account passwords along with their Social Media Ambassador or their decided upon account manager.

For Faculty and Staff

Heads of departments are ultimately responsible for the social media presence of their department. If you do not wish to personally maintain the account, we allow you to delegate to the role of Social Media Ambassador to a selected staffer or student. You will be ultimately responsible for the content they post and may also wish to consider offering credit for this work.

If you do not have someone you'd like to delegate this work to, contact the SHSU Marketing and Communications Department for assistance in choosing a Social Media Ambassador.

For Student and Alumni Organizations

Members of organizations can apply for accounts to become Social Media Ambassadors. Applications must be turned into and endorsed by your organization's faculty advisor (if applicable) and registered president of the organization. If you currently have social media accounts set up for your organization and wish to join the Official SHSU Social Media Community, these will need to be registered and become officially recognized. Logins and passwords will be required as part of the application. Incoming presidents of organizations with existing accounts should use the application to register this change.

All University departments should contact the Social Media Administrators regarding having an institutional account. Individual faculty and staff wanting accounts should also follow this procedure.

The SHSU Marketing and Communications Department must approve all Social Media Ambassadors and accounts. Without voluntary opt-in and approval, these accounts are not a part of the Sam Houston Social Universe, they cannot display any Official SHSU Social Media Community branding, and they will not be included on the Official SHSU Social Media Community Directory Listing.

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Guidelines for the Official SHSU Social Media Community

These procedures are subject to revision as necessary.

What Can I Do With My Account? *Use it!*

We encourage you to embrace the opportunities these platforms offer and interact with the overall Sam Houston Social Universe at large. As an Official SHSU Social Media Community account manager, you will have the support of the University as you share your messages. You'll also be an integral part in our outreach to the world.

There are many ways for you to use social media on a daily basis:

- You'll be able to share timely information about your departments and organizations and draw attention to upcoming events on your calendar.
- You'll be able to live-tweet events and share video after the fact.
- Departments can use their Facebook pages to create events, engage their registered fans, and reach out to alumni and other parties.
- Events can be created and co-sponsored by more than one Social Media Ambassador/SHSU manager's account. Groups can set up scavenger hunts and educational tours of campus featuring check-ins and other geo-surprises.

These are just a few suggestions as the possibilities are endless. There's more guidance and suggestions for use in the SHSU Best Practices document.

Restrictions

Members of The Official SHSU Social Media Community are representatives of the University and, as such, all university policies and the guidelines here should govern your behavior.

SHSU trusts that you will use good judgment and do not plan to actively screen the content you post. The University will respond to content if/when able and/or applicable. The University is not responsible for any unanswered posts or inaccurate information. However, the University claims the right to remove comments and content from social media accounts if they:

- Are inaccurate, defame, or otherwise impact the University's reputation and integrity.
- Contain confidential information, legal information, and materials under copyright. Do not alter or re-purpose any of our posted materials without approval.
- Violate the copyrights, trademarks, and/or intellectual property rights of SHSU or third parties.
- Compromise the privacy of personnel, students, interested parties, and the University by disclosing confidential and personal information. Follow University policies and federal requirements, such as FERPA.
- Impersonate others.
- Include offensive language, are libelous, slanderous, unlawful, threatetpeech. Posts are likely to be removed if it is deemed by the administrators of the site to be potentially libelous or if it maligns a particular person or group. These will not be tolerated and appropriate follow-up actions will be pursued in accordance with SHSU codes of conduct.
- Include spam, repetitive/irrelevant posting, or other activities judged to fall into these categories. This may include topics outside the scope of immediate interest to our community and posts promoting products and/or services unrelated to the University.

- Chain letters and pyramid schemes.
- Do not violate the terms of use/service of the social platforms you use. All social media platforms have terms and conditions posted online such as the one found at http://www.facebook.com/terms.php or http://twitter.com/tos.
- Do not change any passwords issued with the accounts. If there is a problem or compromise of the accounts security, contact the Marketing and Communications Social Media Representatives. They will issue you a new password. Do not share login and password information with unauthorized individuals.
- The University claims the right to remove any material without obligation to defend that action. SHSU reserves all of the above rights, along with the right to expand this list as events occur and new platforms arise, without reservation or obligation to defend the action.

SHSU: Other Policies

By posting any comments, writings, or other material on social media sites affiliated with SHSU, you give SHSU the right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use your submission for any purpose in any form and on any media.

Failure to follow University policies and the terms of service of social media platforms could expose you to personal legal liability and the University to legal trouble from third parties. Violations of University policy could result in the closure or revocation of your social media accounts and also expose you to corrective actions up to and including dismissal.

Finally, you agree that you indemnify SHSU against any damages, losses, liabilities, judgments, costs, or expenses (including reasonable attorneys' fees and costs) arising out of a claim by a third party relating to any materials that you post.

Sam Houston State University Policies:
http://www.shsu.edu/administrative/policies/

Family Education Rights and Privacy Act (FERPA):
http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html

The Digital Millennium Copyright Act of 1998 (DMCA):
http://www.copyright.gov/legislation/dmca.pdf

Details regarding national copyright rules and regulations can be found here:
http://www.copyright.gov/

CAN-SPAM Act of 2003:
http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business

TX.gov social media policy:
http://www.texas.gov/en/about/Pages/social-media-policy.aspx

Glossary

Account Managers

Account managers can mean SHSU staff, faculty, and administration, as well as any SHSU-related stakeholders who are administrators or who "own" a social media account in general; these account managers may be encouraged to migrate to the Official SHSU Social Media Community if it is in the best long-term interest of the University. While the term is used for anyone in the social media space, it differs from that of *Social Media Ambassador* because it may or may not be a chosen/recruited stakeholder who is officially recognized to represent the community in the *Official SHSU Social Media Community.*

Accounts

Accounts are your identity on social media sites. These include our Facebook pages and groups, Foursquare/SCVNGR, Twitter and YouTube memberships, and our blogs. This term also applies to our email addresses. In order to create uniformity, it is recommended for "SHSU" to be used in the naming of accounts when possible.

Apps

Apps are the applications for these sites on your mobile phone or other mobile device. Apps for Geolocation services like Foursquare use your location to verify your "Check in."

Best Practices

These are techniques that are recommended (sometimes informally) by the users of a social media site as those methods of use that have proven over time to be the easiest and most direct way to accomplish a task on a site. These should be reviewed before any account manage applies to migrate over into the Official SHSU Social Media Community.

Blog

Blogs (or Weblogs) are hosted by the University and maintained by departments, organizations, or individuals. They are used to post news, information, and opinion as a way to connect to their readers. Here at SHSU, Social Media Ambassadors and other social media account managers will operate official blogs. "Blogging" is the act of posting on your blog.

Bug

The "SH in a box" logo that acts as a brand artifact, used to identify the recipient as an authorized social media account in the Official SHSU Social Media Community.

Checking In

The term for registering your visit to a physical location using a mobile geolocation app, like Foursquare or SCVNGR.

Content

Your posts: your pictures, tweets, videos, podcasts, and blog entries. Those who will be involved with the Official SHSU Social Media Community should have thorough knowledge of the Best Practices Manual before applying to be a part of the community.

Facebook

Facebook allows a user to build a unique, personalized community of friends, family, and acquaintances who also use the service. Users share through wall-posts, create event announcements, share video and audio, and build what can be a permanent network of current and future Bearkats. Once migration to the Official SHSU Social Media Community occurs, a central SHSU Facebook fan page will act as a platform that leverages its wide fan base for other Official SHSU Facebook fan pages.

Foursquare

A mobile geolocation app and associated website.

Geolocation Apps and Sites

These are websites and mobile apps like Foursquare and Scvngr that involve the user going to real-world physical locations and noting their visit. Registering that you've gone to this location is referred to as "checking in." These sites generally use the GPS (Global Positioning Systems) in one's mobile device and can be used for games and promotions.

Handle

Term for the name, starting with the @ symbol, of a user's account on Twitter.

Hashtags

A searchable keyword on Twitter that is preceded by a #, like #SHSU

LinkedIn

This is a social networking site for professional development, allowing users to connect with colleagues and present a virtual resume with references. It also allows you to connect with other members who list SHSU in their profile as educational information. This platform is not part of the Official SHSU Social Media Community, but will be encountered by students entering the job market.

Official SHSU Social Media Community

Also known as the *Sam Houston Social Universe*, the Official SHSU Social Media Community is an opt-in, integrated, and unified social media community built around and for SHSU stakeholders and prospective stakeholders, established to support the University's best long-term interests. Members of The Official SHSU Social Media Community are representatives of the University. Entities and SHSU-interested groups that are a part of the Official SHSU Social Media Community adhere to the community policies, university policies, and the terms of service of social media platforms. In order to create uniformity, it is recommended for "SHSU" to be used in the naming of accounts in this community when possible.

Poster/User

This term applies to anyone publishing or commenting on a social media site. It applies to both those managing accounts and their audience/community.

Sam Houston Social Universe

Officially called the Official SHSU Social Media Community, Sam Houston Social Universe is an integrated, and unified social media community built around and for SHSU stakeholders and prospective stakeholders, established to support the University's best long-term interests. Members of the platform adhere to the

community policies, university policies, and the terms of service of social media platforms. In order to create uniformity, it is recommended for "SHSU" to be used in the naming of accounts when possible.

Sam Houston Social Universe Listings

The aggregated listings of all the accounts that are recognized to be a part of, and have opted into, the Official SHSU Social Media Community. Only members of the Official SHSU Social Media Community can be a part of these listings.

SCVNGR

A mobile geolocation app and associated website. Used by setting up a series of location-related tasks fulfilled through use of the app in game play as part of a "Trek."

Social Media

A set of tools enabling Internet and mobile device based peer to peer communication between users.

Social Media Ambassador

Ambassadors are members of the faculty, staff, alumni, student body, and community supporting SHSU that have been chosen or recruited to act as account managers for Official Community social media accounts. They are simply a type of account manager. They are recognized to represent the school in various capacities when maintaining accounts and posting on social media sites/apps. The Marketing and Communications Department of SHSU approves ambassadors after they are chosen and have voluntarily gone through the application process.

Social Media Sites

Social media sites use the Internet and mobile/web technologies to allow users to publish content. This content may be user-created, crowd-sourced, and/or shared audio, video, text, and multimedia. These sorts of sites include blogs, email, Facebook, Flickr, Instant messaging, Linkedin, podcasts, SCVNGR, Twitter, Wikis, YouTube and others. They allow for immediate, worldwide communication. However, what's posted on the Internet should be considered there forever, and this has the potential to impact both organizational and professional reputations.

Spam

The term for unsolicited, sometimes bulk, email messages advertising goods or services. This can include unwanted comments on social media sites. People who spam are called "Spammers."

Terms and Conditions/Terms of Use

These are the rules for use of social media as approved by SHSU and for social media sites. Violation of these terms can lead to removal from the services.

Trek

The full sequence of location-related tasks set up as a playable game on SCVNGR.

Twitter

This is a "micro-blogging" site where users can send and receive Tweets, which are messages of up to 140 characters. Tweets are searchable through the use of hashtags. Your name on Twitter is frequently referred to as your "handle." For Twitter handles that are a part of the Official SHSU Social Media Community, it is recommended for "SHSU" to be used in the naming of accounts when possible.

YouTube

A site for posting video. This service can be linked to by other social media and host videos shared on Facebook and blogs.

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Appendix 1: Submission Process

Submission and Approval Process for the Official SHSU Facebook Aggregator Page and Flickr:
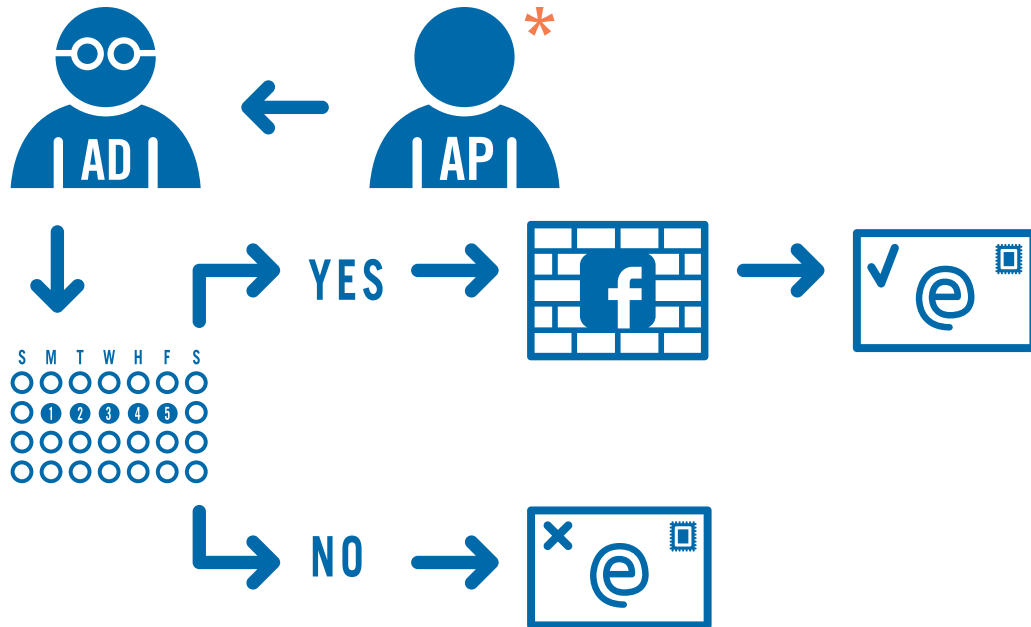
1. The applicant emails the Facebook fan page/Flickr administrator administrator at SocialUniverse@shsu.edu with content (stories, photos, links, etc.), brief description of content, time and location (if for a pending event), the name(s) of those described or featured in content for tagging, parties' relation ship to SHSU, and contact information of at least one of the parties. There should be prior approval to post by parties involved.

   Subject line of email should include "Facebook Submission Request" or "Flickr Request."

2. Administrator/manager reviews material within five business days and makes decision based on their discretion.

3a. "YES." Administrator/manager posts content. Facebook account administrator/manager replies with confirmation to applicant.

3b. "NO." Administrator/manager declines to post material.

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Submissions Process for Official SHSU YouTube Channel:
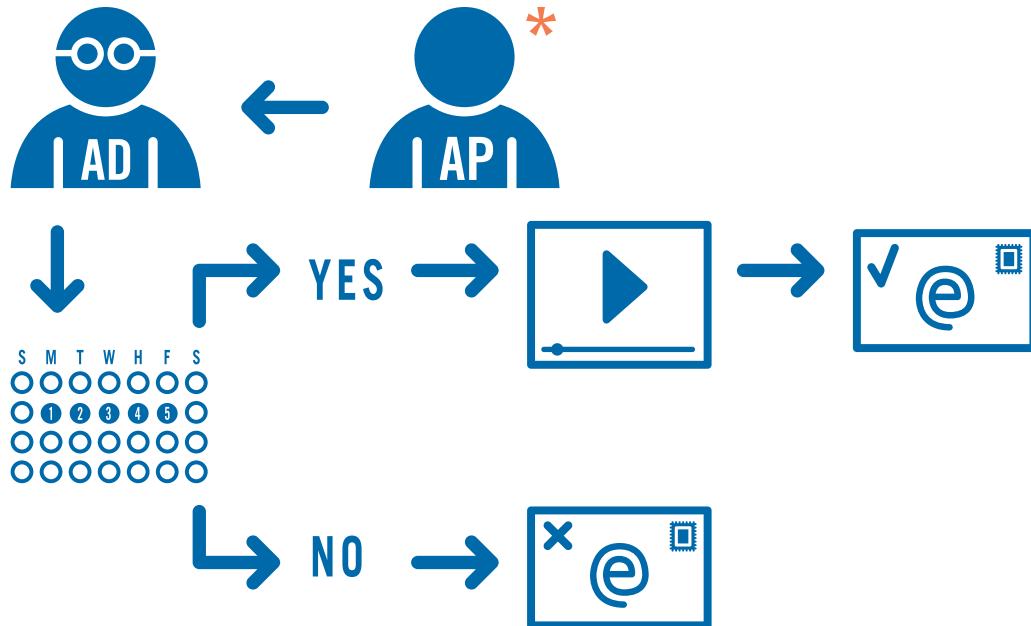
1. The applicant emails YouTube Channel administrator at SocialUniverse@shsu.edu with content (expected to be via link to video already uploaded on YouTube) and a description of its content as it relates to SHSU. The description will include the name of the person, the name(s) of those described or featured in content, parties relationship to SHSU, and contact information of at least one of the parties. There should be prior approval to post by parties involved. Please include in the description if you request the video content also be featured on the primary SHSU Facebook Fan page. Such cross-posting is approved at the administrator's discretion.

   Subject line of email should include "YouTube Submission Request" and include the title of the video being submitted.

2. YouTube Channel administrator/manager reviews material within five business days and makes decision based on their discretion.

3a. "YES." YouTube Channel administrator/manager "favorites" video. YouTube Channel administrator/ manager replies with confirmation to applicant.

3b. "NO." YouTube Channel administrator/manager declines to post material.

Appendix 2: Official Sam Houston State University Social Media Community Application

Please fill out one application per social media account.

Name: _____ *Title:* _____

E-mail Address: _____ *Contact Phone:* _____

I am: Faculty _____ Staff _____ Student _____ Alumni _____ Organization Advisor _____ Other _____

I am: Applying for a new account _____ Applying for an existing account changeover _____

Name of the department/group/program/organization requesting to become a part of the Official SHSU Social Media Community:
_____

Briefly describe the intended purpose of your account:
_____
_____

Briefly describe the short term and/or long term objectives you wish to achieve by joining the Sam Houston Social Universe:
_____
_____

Name AND e-mail addresses of who will have access to and manage account:

Account Manager/Ambassador #1:
_____   _____
                  name   *.shsu email address (required)*

Account Manager/Ambassador #2:
_____   _____
                  name   *.shsu email address (required)*

Account Manager/Ambassador #3:
_____   _____
                  name   *.shsu email address (required)*

What type of account are you applying for? If the account exists, include the current URL, login name, and password:
_____ Facebook _____
_____ Twitter _____
_____ YouTube _____
_____ Blog _____
_____ Request contact to discuss use of SCVNGR/Foursquare with your Official Community account

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If a change of access/account manager is requested by both parties below, including account management change due to incoming leadership, please disclose:

Name of Group: _____

Outgoing Account Manager/Ambassador:

_____   _____
                    name   *email address*

Incoming Account Manager/Ambassador:

_____   _____
                    name   *email address*

This is a blanket change of access to any/all accounts attached to your organizations.

Profile Photo:

Please submit your profile image/avatar for approval and to confirm compliance with SHSU graphics standards.

Policy Agreement:

Failure to follow the guidelines, procedures, and policy restrictions for the Official SHSU Social Media Community may result in removal from the Official Community, SHSU Social Media Directory, or reassignment of account management per the University's discretion.

____ I have read, understand, and agree to the terms and conditions applicable to the social media account(s) I am applying for (Facebook, Twitter, YouTube, Foursquare, SCVNGR, blogging site).

____ I am aware that failure to follow University policies and these terms of service can expose me to personal legal liability.

____ I have read and agree to adhere to SHSU's Social Media Policy and Procedures Manual.

_____   _____
        Signature of Applicant   *Signature of Marketing and Communications Department*
                                                     or IT Department Representative

Email this document and profile photo to SocialUniverse@shsu.edu with the subject line "SHSU Application" to apply.