

## POLICY CONCERNING SOCIAL MEDIA

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### PURPOSE

The purpose of the Associated Student, CSUF, Inc. (ASI) Social Media Policy is to provide guidelines regarding the way ASI student and professional staff use official ASI social media accounts. Social media is defined as, “online technologies that allow people to share content, opinions, insights, experiences, perspectives, and media itself.”<sup>1</sup>

Social media has become an essential communication tool, which has been widely adopted by California State University, Fullerton (CSUF) students, faculty, staff, and alumni. In an effort to stay connected to these groups, ASI has incorporated social media into its communication strategy. ASI utilizes social media for a variety of purposes, including: creating brand awareness, promoting ASI events and initiatives, obtaining student feedback, providing constituent service, and supporting the university’s mission and goals.

The lack of reference to any specific social media tools within this policy does not imply that they are exempt from the rules and regulations set forth.

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### POLICY STATEMENT

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The ASI social media policy applies to all ASI student leaders, student staff and volunteers, and professional staff who are authorized to create social media content on behalf of ASI. These individuals are expected to adhere to ASI’s Social Media Policy, mission statement, and code of conduct.

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<sup>1</sup> Jim Tobin, *Social Media is a Cocktail Party*. (North Carolina: Ignite Social Media, 2008), 13.

## **WHO SHOULD KNOW THIS POLICY**

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| <input type="checkbox"/> Budget Area Administrators            | <input checked="" type="checkbox"/> Program Advisors |
| <input checked="" type="checkbox"/> Management Personnel       | <input checked="" type="checkbox"/> Volunteers       |
| <input checked="" type="checkbox"/> Supervisors                | <input type="checkbox"/> Grant Recipients            |
| <input checked="" type="checkbox"/> Elected/Appointed Officers | <input checked="" type="checkbox"/> Staff            |

## **STANDARDS**

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### **1. ACCESS**

Access to ASI social media accounts will be granted and monitored by the ASI Associate Director of Marketing & Design and the ASI Associate Executive Director. This oversight, includes the ability to add or remove authorized accounts and account users.

The Associate Director of Marketing & Design (AD Marketing) will be responsible for overseeing authorized account users and designating them to develop social media content. All social media content will be approved by the Associate Director of Marketing & Design prior to public posting. The ASI Chief Communications Officer (ASI CCO) is expected to abide by the rules and regulations set forth in this policy and is authorized to post content in line with ASI expectations and values.

ASI social media account credentials (e.g., usernames, passwords) will be controlled by ASI Marketing & Design. Authorized account users will be given access to this information with the expectation that the login credentials are confidential and not to be shared with others. No changes to the username or password of any ASI social media account will be made by anyone other than the Associate Director of Marketing & Design.

The Associate Director of Marketing & Design and the ASI Associate Executive Director (ASI AED) reserve the right to delete any content (e.g., tweet, photo, video) that is grammatically incorrect, including typos or incorrect information, is unrelated to ASI programs or services, does not represent ASI's voice, includes profanity, derogatory, or combative language and/or images, or does not otherwise comply with ASI's brand identity and corporate policy.

The creation of new and/or elimination of existing ASI related social media accounts will be handled by the Associate Director of Marketing & Design in consultation with the Associate Executive Director and Chief Communications Officer. Any requests for new ASI related social media accounts will be directed to the Associate Director of Marketing & Design.

### **2. PROTECTION OF CONFIDENTIAL INFORMATION**

ASI personnel (e.g., administrators, staff, students, volunteers, interns) are prohibited from using official ASI or personal social media accounts to disclose confidential, non-public, ASI information. This includes but is not limited to financial and employment information.

In order to respect the privacy and confidentiality of ASI employees, students, and partners, users should obtain consent before mentioning specific individuals or organizations by name in any social media post.

Account administrators are prohibited from sharing proprietary information via ASI social media accounts.

ASI social media accounts may not be linked to third party services without consulting ASI Information Technology and obtaining approval from the Associate Director of Marketing & Design or the Associate Executive Director.

### **3. RULES AND REGULATION**

When using ASI social media accounts, account administrators must:

- Remember that all content is a representation of ASI.
- Refrain from reporting, speculating, or commenting on any university or ASI-related topics, policies, operations, or personalities that could be considered sensitive, confidential, or disparaging.
- Respect laws governing copyright and copyrighted materials (e.g., photos, designs, text), giving appropriate credit to the original author/creator. When in doubt, the source of the original content should be cited.

When discussing ASI related information (e.g., business, programs, employees) on personal social media accounts, account administrators must make it known that the opinions are those of the account holder and do not reflect the views of ASI. This can be accomplished by a simple statement highlighting that the content in the post does not necessarily reflect the views of ASI. When in doubt, account administrators should consult the Associate Director of Marketing & Design.

The creation or deletion of ASI related social media accounts/pages is prohibited without the approval of the ASI Associate Director of Marketing & Design and Associate Executive Director.

ASI personnel are prohibited from using ASI social media accounts to promote personal pages, business interests, or campus clubs/organizations that are not associated or partnered with ASI. Questions on this can be referred to the ASI Conflict of Interest Policy.

The ability for a third party to post on any ASI page (e.g., Facebook) will be disabled during ASI elections. Individuals running for office and their supporters are prohibited from campaigning through the use of any ASI-controlled social media accounts.

### **4. SOCIAL MEDIA POSTING REQUIREMENTS AND BEST PRACTICES**

Careful review should be given before posting to any ASI social media account. Account administrators should consider whether or not the content may be polarizing or controversial. When in doubt, account administrators should consult the Associate Director of Marketing & Design.

Responses to comments, posts, mentions, and direct messages should be done in a timely manner and with accurate information. Account administrators should consult the Associate Director of Marketing & Design with questions on appropriate responding techniques.

Account administrators must be respectful. Comments that express viewpoints in opposition to the original post should be met with a response when they are relevant to the original post. User comments that are contributed with the intent to illicit a negative response from the original poster and do not add to the discussion should not receive a response. The only comments that should be deleted are those that use profanity or are otherwise disparaging of individuals or groups. When in doubt, account administrators should consult the Associate Director of Marketing & Design.

## **5. ANALYTICS**

The Associate Director of Marketing & Design will present the ASI social media analytics on a monthly basis during the Titan Student Centers Governing Board (TSCGB) Marketing and Outreach Committee meeting.

## **6. SOCIAL MEDIA CONTENT REQUESTS**

Requests for social media content (e.g., text, photo, video) will be approved and fulfilled by ASI Marketing & Design.

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**DATE APPROVED: 05/09/2017**