

POLICY CONCERNING SOCIAL MEDIA

PURPOSE

The purpose of the Associated Students, 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.”¹

Social media has become an essential communication tool, which has been widely adopted by CSU Fullerton 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.

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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WHO SHOULD KNOW THIS POLICY

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

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

STANDARDS

1. ACCESS

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

The Associate Director of Marketing, Communications, & Design will be responsible for overseeing the Digital and Social Media Manager and others and designating them to develop social media content. All social media content will be approved by the Digital and Social Media Manager prior to public posting. The Digital and Social Media Manager and their student staff are expected to abide by the rules and regulations set forth in this policy and are authorized to post content in line with ASI expectations and values.

ASI social media account credentials (e.g., usernames, passwords) will be maintained by the Associate Director of Marketing, Communications, & 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, Communications, & Design.

The Associate Director of Marketing, Communications, & Design, the Director of Organizational Communications and Outreach, and the Digital and Social Media Manager reserve the right to delete any content (e.g., caption, 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, Communications, & Design in consultation with the Director of Organizational Communications and Outreach, and the Digital and Social Media Manager. Any requests for new ASI-related social media accounts will be directed to the Associate Director of Marketing, Communications, & Design. The only official ASI social media accounts are @asicsuf, @titanrecreation, @ASICSUF (Facebook), and @associated-students-inc-csuf (LinkedIn).

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.

In order to respect the privacy and confidentiality of ASI employees, students, and partners, account administrators should obtain consent before mentioning specific individuals or organizations by name in any social media post. This does not include individuals who are subjects incidentally photographed during general event photography.

Sharing confidential or proprietary university information of third parties via ASI social media accounts is prohibited.

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, Communications, & Design or the Director of Organizational Communications and Outreach.

3. RULES AND REGULATION

When using ASI social media accounts, account administrators must remember that all content is a representation of ASI. 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, Communications, & Design, the Director of

Organizational Communications and Outreach, or the Digital and Social Media Manager.

When using any ASI social media account, account administrators should 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.

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

Account administrators must respect laws governing copyright and copyrighted materials (e.g., photos, designs, text). Appropriate credit should be given to the original author/creator. When in doubt, the source of the original content should be cited.

Social media graphics for ASI events must be created by the ASI Marketing, Communications, & Design Department. Individuals and groups are prohibited from creating their own graphic and applying the ASI logo to it. Social media graphic requests are to be submitted to Marketing, Communications, & Design Department (see section 6).

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, Communications, & Design or the Associate Executive Director.

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, Communications, & Design and Digital and Social Media Manager with questions on appropriate responding techniques.

Account administrators must be respectful. Comments that express viewpoints in opposition to the original post should be responded to if 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, Communications, & Design.

The Marketing, Communications, & Design Department will post social media content requested through the Digital Media Content Form as part of marketing efforts for ASI departments and ASI programming.

5. ACCESSIBILITY

All ASI Social Media posts will be accessible to all users, including individuals with disabilities. ASI social media posts will adhere to the most current Web Content Accessibility Guidelines (WCAG) and the California State University Accessibility Technology Initiative (ATI).

6. ANALYTICS

The Marketing & Design Department and Digital and Social Media Manager will track social media analytics for reporting to the ASI Board of Directors as needed.

7. SECURITY

The Marketing, Communications, and Design team will change the passwords to the social media channels

owned by ASI every calendar year. All social media channels will also be protected by two-factor authentication overseen by the Digital and Social Media Manager, and KeePass overseen by the ASI Information Technology Department.

8. SOCIAL MEDIA CONTENT REQUESTS

Requests for social media content (e.g., text, photo, video) will be managed by Marketing, Communications, & Design department upon receipt of a completed Social Media Request Form or completed Marketing Request Form. Social media requests for student government and commission efforts should be directed to the Digital and Social Media Manager.

ASI will repost or share content exclusively from official campus departments, ASI-affiliated partners, and events that broadly benefit students. Content from individual student organizations will not be reposted to ensure impartiality and avoid the perception of favoritism.

Social media requests will be scheduled using scheduling software. The Associate Director of Marketing, Communications, & Design and Digital and Social Media Manager have access to this software. Marketing, Communications, & Design will coordinate with the Digital and Social Media Manager in regard to social media content scheduling.

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