Policy

Title:	Social Media Policy and Guidelines
Effective Date:	December 1, 2019
Approved By:	President's Council
Responsible Party:	Director of Communications
History:	1/13/15

I. PURPOSE

Salus University supports the use of social media by its community members as a way to facilitate communications. Social media tools and uses are evolving rapidly, and the University periodically monitors our strategies and best practices for using these media. The following policy serves as a guideline for those initiating a social media profile that involves the University, its Colleges, departments, programs, groups, organizations, and individuals.

II. DEFINITIONS

Social media is defined as any set of accessible technologies and channels targeted at forming and enabling a community of participants to interact and collaborate. Social media includes, but is not limited to: Facebook, LinkedIn, YouTube, Twitter, blogs, Instagram, Pinterest, Snapchat, etc.

III. POLICY

Salus University's representation on online social media platforms shall be authorized through the Office of Communications. All social media accounts authorized by the University must have a University faculty or staff member as an administrator, who shall be responsible to manage and oversee the applicable account.

The Office of Communications shall periodically review all authorized sites or pages that represent Salus University and will make recommendations for amendments. The Office of Communications reserves the right to remove any content contained on, and/or shut down any, authorized sites or pages that represent Salus University for any reason, including but not limited to, content that it deems threatening, profane, obscene, a violation of intellectual property rights or privacy laws, off-topic, or otherwise injurious, offensive, or illegal.

When fulfilling institutional or professional roles, employees, consultants, and students should follow the same standards of behavior online as they would in-person, on the

phone, and in other types of interactions. The same expectations and guidelines for interacting with students, parents, alumni, donors, and other constituents apply to the use of social media. Users are fully responsible for the content they load on any of the University's authorized social media sites. Content should be written in a respectful manner and never in a manner that can be interpreted as combative, demeaning or otherwise negative. Because of non-profit status, using University resources to support individual candidates or parties in a political campaign is prohibited.

The University's Office of Communications will oversee the Salus presence on key social networking sites and shall decide whether to launch a presence on new sites as they become available.

All policies, procedures, and guidelines regarding University trademarks, names, and symbols apply to social networking sites. The University's Office of Communications maintains University protocols on name, logos, etc., and their proper usage. The Office of Communications is the only source for this information to ensure problem-free branding and copyright/trademark issues in these venues. Prior to launching a social media page or site that contains the Salus name and/or logo, or that of Salus clinical sites, the Office of Communications must provide written approval. Please contact the office for answers to any questions about your compliance with University policy.

IV. POLICY PROCEDURE

Social Media Guidelines and Best Practices

Because social media can blur the lines between the personal and the professional, Salus University has crafted a set of best practice guidelines to help members of the University community protect and promote institutional and professional reputations when using social media. These guidelines must be incorporated into the use of social media that support University business.

If planning to incorporate social media into your official capacity as a University representative:

Notify the University: Departments/ offices/ organizations that have a social media page or would like to start one should contact socialmedia@salus.edu. The University will add individual departments/organizations to a campus directory of social media. Appointed employees should be identified as being responsible for content.

Formulate a plan: Departments should consider messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date.

Link back to the University's website: When possible, link back to the Salus University website. Ideally, posts should be brief, and end with a link to content on the University's website.

Be Professional: Posts on social media sites that are affiliated with the University should remain professional in tone and in good taste at all times.

Be Accurate: Make sure to have all the facts before posting. It's better to verify information with a source first than to have to post a correction or retraction later. If there is an error, correct it quickly and visibly.

Proof your entry: Before posting carefully proof content. Do not rely solely on spell check.

Thoroughly and consistently monitor the site: Do not host or share confidential or proprietary University information. Provide only information that can be verified. Do not present false or misleading information. Maintain content to keep it directly related to the topic of your site. Do not include any inappropriate personal information.

Best practices associated with University authorized social media sites also apply to anyone posting on personal social media sites:

On personal sites, identify your views as your own: If identifying with Salus University as an employee or a student online, it should be clear that the views expressed are not those of the institution, but rather the individual posting.

Think twice before posting: Privacy does not exist in the world of social media. Responses should be considered carefully in light of how they would reflect on the poster and/or the University and its institutional voice.