



BOOTH
UNIVERSITY
COLLEGE

The Salvation Army
William and Catherine
BOOTH UNIVERSITY COLLEGE

SOCIAL MEDIA POLICY & GUIDELINES

The following policy, guidelines, and best practices are to assist all social media users on the Booth University College (Booth UC) campus create a successful, consistent, and productive presence in online communities.

Introduction

Social media sites and the internet provide Booth UC an opportunity to engage with internal and external audiences. Using multiple social media platforms, we do more than push out a message; we contribute to discussions within communities, receive feedback from various publics, and create a meaningful connection with those who follow or engage with us.

This document contains best practice guidelines for Booth UC team members – faculty, staff, student ambassadors, student volunteers, and all who are creating or contributing social media content as an official representative of Booth UC. It is important that everyone who participates on social media representing Booth UC understands and follows the policy and guidelines. Additional training will be provided as new technologies and social networking platforms evolve.

Guidelines

Before engaging in work-related social media, employees must engage in consultation and seek approval from the Advancement-Communications office for the creation and development of new profiles or pages. Social media identities, login IDs, and usernames may not use Booth UC's name without prior approval from the Communications office, and all usernames and passwords must be provided to the Communications office. Upon completion of employment with Booth UC, accounts must be closed or transferred to the communications department. All social media accounts representing Booth UC and their content therein are "property" of Booth UC and all content will remain with Booth UC at the completion of employment. Academic scholarship and copyright are exempt.

As faculty, staff, student ambassadors, and student volunteers of Booth UC, you are expected to adhere to best practices and to be sensitive when engaging on our social media platforms. We ask that you:

- Be respectful and considerate
- Be nice, not rude or insensitive
- Do not criticize the competition



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Faculty

Due to the nature of academia, it is recognized that faculty's first priority is the free pursuit and communication of truth in a humble, honest, and responsible spirit, and therefore, they must adhere to the faculty guidelines regarding the publishing and development of their academic articles. This priority extends to scholarly activity on social media.

The Salvation Army

Booth UC is an expression of academia, business, and very importantly, The Salvation Army. As such, communications made through digital and social media should not:

- Bring The Salvation Army into disrepute and must reflect the tenets set out in Human Resources guidelines signed upon hiring. (In the Faculty Manual, Section 1.2 "Statement of Faith". In the Staff Manual, it is called "Statement of Faith")
- Damage the reputation of The Salvation Army
- Breach confidentiality or copyright
- Do anything that could be considered discriminatory against, or bullying or harassment of, any individual or group as described in Booth UC's Respectful Workplace Policy
- Contain content or images that are discriminatory or offensive (or link to such content)
- Be abusive, threatening, sexually inappropriate in nature (or link to such content)

Best Practices

Perception is reality

In online social networks, the lines between public and private, personal and professional are blurred. By identifying yourself as a Booth UC faculty, staff, student ambassador, or student volunteer you are creating perceptions about your expertise and about Booth UC. Be sure that all content associated with you is consistent and representative of your responsibilities, Booth UC's values, and professional standards. **It's a conversation.**

Talk to your followers like you would talk to people in any professional situation. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are writing about the same topic and allowing your content to be shared or syndicated. Also, respond to comments quickly when a response is needed.



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Are you adding value?

Social communication from Booth UC sites should help our audiences, be thought provoking, and build a sense of community. In general, social media content adds value if it enhances a follower's knowledge or skills, including but not limited to: helping them to navigate Booth UC's campus and processes, solve problems, or have a better understanding of Booth UC.

Be a good leader

Try to frame what you write to invite differing points of view without inflaming others. Be careful and considerate. Keep in mind that once things are posted online, you typically cannot retract them, and once an inflammatory discussion gets going, it's hard to stop.

Mistakes

Should you make a mistake, be upfront and quick with your correction; if you notice that there is something derogatory or inappropriate posted on any account associated with Booth UC, and you are not the author, please take a screenshot of the post and inform the Advancement-Communications office immediately.

Safety

If at any time you feel unsafe on your social media platforms please bring it to the attention to the Director of Communications. Block the user and add the user name to the centralized list of blocked users located in the Common drive, social media folder.

Organization and Layout

If you are participating in or running a social media account for yourself or an organization (such as a student committee) that may reference Booth UC, please remember these guidelines:

- Use a disclaimer such as: "The postings on this site are my own and do not necessarily represent the positions, strategies, endorsements, or opinions of Booth University College."
- Do not use the Booth UC logo on a personal site. Faculty and staff are allowed to use the official Booth UC logo for professional and/or business profiles on sites such as LinkedIn.
- Use good judgment regarding content. Do not relay confidential information or information about another employee, student, or faculty member.
- Obey the Terms of Service of any social media platform employed.



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- At all times, use the graphic and identity standards provided by the Advancement-Communications office to help maintain a consistent image both the internal and external communities.
- Do not respond on behalf of Booth UC or as a spokesperson for Booth UC. Please direct any inquiries or communications that are sensitive (i.e. media requests) to the Advancement-Communications office.

Policy Violations

The Booth UC Advancement-Communications office retains the right to modify or delete social media content, or to close the account in a clear case of behaviour counter to Booth UC's social media policy standards or in the case of prolonged inactivity. Should a disagreement arise that requires mediation, all matters will be settled with the assistance of the Human Resources office.

Violation or breach of this social media policy may lead to disciplinary action and/or result in correctional action, up to and including termination. You may also be subject to legal action, including criminal prosecution. Booth UC and/or The Salvation Army also reserve the right to take any further action that it believes is appropriate. Should you have any questions or concerns please talk to your Manager or member of the Human Resources team.

I have read and agree to adhere to the above mentioned terms and conditions laid out in the Social Media Policy.

Name

Date