

LUTHER COLLEGE

POLICIES AND PROCEDURES

Department:	Marketing and Communication
Subject:	Social Media Policy
Date Issued:	September 4, 2019
Updated and Reviewed By:	Catherine Dyer, September 2022
Approved By:	Senior Leadership Council, September 28, 2022

I. Policy/Procedure

This social media policy pertains to anyone speaking on behalf, or who are publicly associated with, Luther College. The following conduct standards will hold Luther College social media users accountable in their use of social media and its implications for the college.

II. Purpose

Luther College supports students, faculty, staff, and members of the greater Luther community in their right to openly and actively communicate and engage in information sharing. In keeping with our founding ideals, our goal is to encourage and protect diverse perspectives while also maintaining positive and constructive social media conversations that preserve and enhance the image and reputation of Luther College. Social media platforms and other digital communication channels provide valuable tools through which the college can pursue positive, open sharing of information, opinions and learning that can ultimately increase transparency among participants and create a tighter-knit, global Luther community. As such, Luther College encourages students, faculty, staff, and representatives of Luther College to participate in social media, as outlined in this policy. This document will be subject to regular revisions to reflect the ever-changing landscape of social media.

III. Scope

This policy applies to all faculty, staff, students, departments, organizations, as well as alumni and friends of the college that use Luther's name, images, or branding in their social media accounts. Social media platforms relevant to this policy consist of, but are not limited to:

- Facebook
- Instagram
- Snapchat
- Twitter
- TikTok
- YouTube

IV. Terms and Definitions

- “Spamming” is defined as, “sending irrelevant or inappropriate messages on the internet to a large number of recipients.”
- “Cyberbullying” is defined as, “using social networking or other internet sites to exhibit, distribute, post, or communicate matter in any form (text, image, audio, or video) that intimidates, harasses, or is otherwise intended to harm, insult, or humiliate another, or that disrupts or prevents a safe education or working environment.”
- “Institutional accounts” is defined as, “any social media account which a reasonable person would assume speaks on behalf of, or represents the position of, the institution or a department of the institution. Examples include, but are not limited to, an account for an athletic team, music ensemble, academic department or discipline.”
- “Affiliated accounts” is defined as, “any social media account that represents an individual, group, or organization that is officially attached or connected to Luther College. Examples include, but are not limited to, student organizations, administrative positions (e.g. Luther College President).”
- “Branded asset” is defined as, “anything bearing parts or all of Luther College's logos, official fonts and other brand elements as defined in the Brand Visual Standards guide maintained by the Office of Marketing and Communications, as well as the Luther bell and the gnome.”

V. Procedures and Guidelines

A. Institutional oversight

- The Luther College Office of Marketing and Communications manages and administers the college’s institutional social networking accounts and official profiles.
- Faculty, staff, or students beyond the Luther College Office of Marketing and Communications with responsibilities for administering social media accounts in Luther College’s name or as Luther College-branded assets must make themselves known to the college’s Office of Marketing and Communications to ensure consistent messages and practices and the provision of necessary guidance and resources.
 - Contact socialnetwork@luther.edu.
- Luther College reserves the right to monitor its institutional entities online, including affiliated Facebook pages, groups or events, Twitter accounts, Instagram accounts, YouTube channels, TikTok accounts, and other social media profiles, official blogs, and any other online forum associated with Luther College. The college also reserves the right to quell activity that inhibits safe and constructive conversation. Such activity may include, but is not limited to, hateful or threatening remarks (see the relevant code of conduct, policies, and manuals on acceptable discourse); excessive posting or spamming; cyberbullying; or use of language that violates college policies.
- The Office of Marketing and Communications also reserves the right to screen any and all submitted content before posting to institutional social media entities. The college reserves the right to re-publish, distribute or otherwise reuse any content posted on institutional social media sites.

B. Requirements for maintaining and creating a Luther College institutional social media profile

- A request for a new Luther College institutional social media account must be submitted to the Luther College Marketing and Communications office for review and approval before creation.
- In order for a request for account creation to be considered, a clearly articulated strategy must be documented and submitted. Contact the Office of Marketing and Communications for the most up-to-date documentation requirements. In general, the strategy must:
 - Identify the audience(s) that the account will reach

- o Establish realistic goals and the metrics that will be used to measure those goals
- o Outline the content that will be valuable to target audience(s) and will enhance the reputation of the account's department and the college
- o Share the workflow for creating and maintaining a content calendar and posting schedule to ensure consistent and quality content is created and approved prior to posting
- o Include the name(s) of one, or more, full-time college employees who will assume responsibility and oversight of the proposed social media account and all of its activity.
- New social media account requests should be submitted to socialnetwork@luther.edu with the proposed strategy included.
 - o The Office of Marketing and Communications reserves the right to request revisions to the strategy prior to approval
 - o A follow-up meeting to review stated goals and proposed tactics may be scheduled prior to approval
- If approved for creation, the administrator for the social media account will be provided with
 - o Guidelines for maintaining social media best practices.
 - o Luther College messaging and visual brand guidelines.
- If approved for creation, the social media account must not lapse into inactivity.
 - o A one post/week cadence must be maintained year round, at minimum.
 - o If an account remains inactive for more than six months, the Luther College Office of Marketing and Communications reserves the right to remove, or demand the removal, of the account.

C. Requirements for maintaining and creating a Luther College affiliated social media profile

- All Luther College affiliated social media profiles must grant administrator access to at least one, or more, full-time college employees who will assume responsibility and oversight of the social media account and all of its activity.
 - o In the case of student organizations, this responsibility is typically assumed by the organization's faculty/staff advisor
- The Luther College Marketing and Communications office must be notified before the creation of any new Luther College affiliated social media accounts.
- A clearly articulated strategy is strongly recommended before creating a new Luther affiliated social media account. The strategy should:
 - o Identify the audience(s) that the account will reach
 - o Establish realistic goals and the metrics that will be used to measure those goals
 - o Outline the content that will be valuable to target audience(s) and will enhance the reputation of the account's department and the college
 - o Share the workflow for creating and maintaining a content calendar and posting schedule to ensure consistent and quality content is created and approved prior to posting
- The affiliated social media account must not lapse into inactivity.
 - o A one post/week cadence should be maintained year round, at minimum.
 - o If an account remains inactive for more than six months, the Luther College Office of Marketing and Communications reserves the right to remove, or demand the removal, of the account.

D. Posting and commenting on behalf of Luther College institutional and affiliated social media accounts

- Do not post or comment on social media as a representative of Luther College unless you are authorized to do so by the Luther College Office of Marketing and Communications.
 - Luther College Marketing and Communications reserves the right to remove posts, comments, and collective privileges when these posts claim to represent the viewpoint of the College without authorization.
- Social media accounts must be continually monitored by an assigned administrator who is responsible for addressing and responding to comments and direct messages in a timely manner.
- Never post or promote content that violates Luther College policies (e.g. depicts underage drinking, harassment, uncivil behavior or discrimination).
- Never post or promote content that utilizes profanity in any medium.
- Do not use Luther College social media accounts to endorse or oppose political candidates, ballot initiatives, pending or approved legislation, or politically charged discussions.
 - Use of college resources for political purposes will jeopardize the college's IRS 501(c)(3) status and result in the immediate removal of those accounts.
 - The role of the college is to promote education and awareness, not a specific point-of-view or course of action.
 - Contact the Luther College Office of Marketing and Communications with questions about displaying potentially political material.
- Posts should contain high quality, original content and should never plagiarize or violate copyright restrictions or licensing agreements
 - Provide a direct link to the original post, photo, video, article, etc., and include online references to the author when sourcing content from outside sources.
- Direct media queries to the Office of Marketing and Communications. If contacted by a member of the media about a post or comment on a social networking site, or if a reporter asks general questions about Luther College's official activities, events, staff, faculty, or students via social media, immediately contact the media relations team via news@luther.edu—they are prepared to handle the response.

E. Keeping a personal (non-Luther College) web presence

- Social media users who identify themselves as a Luther College employee, student, alum, or friend of the college on their personal accounts should include a disclaimer clarifying the activity on said accounts expresses personal, not institutional views
 - Example: "The views expressed on this [account, blog, website] are my personal opinions and do not reflect the views of Luther College."
- Those who are authorized to speak as a representative of Luther College (as designated by the Luther College Office of Marketing and Communications) must
 - avoid expressing personal opinions from institutional accounts
 - be clear when they are speaking as private individual on their personal social media accounts
- Do not use any Luther College logos or other registered trademarks on personal social media profiles
 - Authorization for logo use must be granted by the Office of Marketing and Communications

F. Risks, legal guidelines, and alignment with existing Luther College policies

- Like any form of communication, there are risks and responsibilities inherent in the use of social media and digital communications. Improper use can carry legal consequences and damage reputations. Stating and recognizing these risks is not intended to deter use, but to

educate and promote best practices that will improve social interactions for the entire Luther College community.

- The Luther College Social Media Policy exists in conjunction with other established policies, guidelines, and codes of conduct. In addition to the Social Media Policy, Luther College staff, faculty, and students must adhere to the following policies when utilizing social media for personal or college purposes:
 - Staff Handbook,
 - Faculty Handbook,
 - Student Handbook,
 - Luther College Honor Code,
 - Luther College Code of Conduct,
 - Information Technology Services Policy, and the language contained therein.
- Luther College social media users must protect private information and follow federal, state, and Luther College requirements such as HIPAA (the privacy of individually identifiable health information) and FERPA (the privacy of student education records).
- In the case of improper use of any social media accounts that use Luther's name, images or branding, as well as personal use, that violate the guidelines outlined in this policy and in the above policies, Luther College, in partnership with legal counsel as necessary and appropriate, will address the offense and correct and resolve the situation.

G. Reporting Process

- When reporting violations of the Social Media Policy, providing screenshots of the behavior being reported will aid in the appropriate department's prompt response as well as assist in maintaining reporter confidentiality; the identity of the individual reporting the infraction will be protected if possible but cannot be guaranteed.
- Behavior on social media by Luther College faculty or staff members that may be in violation of this policy or other college policies may be reported to the Office of Human Resources: hr@luther.edu
- Behavior on social media by Luther College students that may be in violation of this policy or other college policies may be reported to the Office of Student Engagement: students@luther.edu
- Behavior on social media that causes immediate concern for the safety of the college campus and community should be reported to Campus Safety and Security: 563-387-2111.
- To report general violations of this policy, please contact the Office of Marketing and Communications at socialnetwork@luther.edu.

VI. Confidentiality and Record

Reports of behavior by faculty, staff, and students that represent potential or confirmed violations of this policy will be maintained by the Office of the Provost, the Human Resources Office, and the Office of Student Engagement, respectively.