



Social Media Policy

10/11/18

A. Background and Introduction

Dalton State College recognizes the value of social media (defined here as online communities including Facebook, Twitter, YouTube, Snapchat, Instagram and others) as a significant tool for the creation and dissemination of news and information about the College to its varied constituencies, including, but not limited to students, prospective students, alumni, faculty and staff, donors, members of the community, news media, and other stakeholders. The purpose of this policy is to provide guidelines regarding the development and management of content about Dalton State College on social media platforms.

B. Rules

1. All content must relate directly to Dalton State College business, programs, and/or services. Content placed by site administrators cannot promote individual opinions or causes which are not directly related to College purposes.
2. All content published by the College must be accurate and consistent – as such, information distributed via social media must be in agreement with that distributed through the College’s printed materials and the College website, www.daltonstate.edu. Facts and information about Dalton State should be consistent with information found on our website at www.daltonstate.edu.
3. Copyright and Fair Use Laws apply to content on social media. For information on use of copyrighted text or media (i.e., video, images), refer to <http://www.usg.edu/copyright>. In addition, whenever possible all sources should be cited.
4. The Dalton State College logo (bell tower) is trademarked, and official use must be approved by the Office of Marketing and Communications (OMC). The logo cannot be adulterated and must be used in compliance with the College’s Brandbook. <https://www.daltonstate.edu/about/marketing-communication.cms> The Dalton State Roadrunner image is likewise trademarked.
5. FERPA (Federal Educational Rights and Privacy Act) requirements apply. Ask the OMC how to make sure you’re in compliance.
6. As a higher education institution, every effort should be made to ensure accuracy/grammar/spelling are correct when posting content. Posts should be

professional tone and should maintain the dignity of the College. All content is subject to approval by OMC. Examples include but not limited to text speech such as “lol”, “FML”, “LMFAO”.

7. Laws and USG/Dalton State police apply to posts on social media channels. Posts should not include hate speech, sexist remarks, bullying, discrimination, or sexual harassment. Additionally, posts should not endorse political topics or candidates.
8. Refer news media to OMC. The presence of Dalton State on social media sites will invite media inquiry. Reporters should be referred for coordination and guidance to the Office of Marketing and Communications by contacting Misty Watson at 706.272.4587 (mwheeler@daltonstate.edu).

C. Account Administration

1. **All Dalton State social media channels must be approved before being created or published. The group administrators must seek approval from the OMC. The OMC staff will ensure that pages are created in compliance with Dalton State’s Social Media Policy.**
2. If a Dalton State organization, department, group, program, or sports team creates a Social media account, it will be officially recognized on the college’s master [social media directory provided to current students found here](#).
3. All Dalton State social media accounts must assign admin and/or login rights to staff members in the Office of Marketing and Communications. All Dalton State media accounts must have a faculty or staff member as administrator at all times. Dalton State employees identified as administrators of social media accounts are held responsible for managing and monitoring content on their officially recognized social media sites and are responsible for removing content that may violate the College’s conduct Policies

D. Other Considerations

Please be aware that all social media content and posts are bound by each platform’s Terms of Service, The Dalton State College Code of Conduct, the Dalton State Computer Use Policy and the Dalton State Brandbook. In addition, the College reserves the right to block or remove the content of any post that violates campus policies, including, but not limited to harassing, threatening or profane language, hate speech or any that creates a threatening or intimidating environment, any violation of intellectual property rights or privacy laws, obscene, or otherwise injurious or illegal material. Solicitation is likewise prohibited through Dalton State social media accounts.

E. Branding

1. When selecting a profile and cover image, it is important to choose art that properly reflects the Dalton State brand. To have branding created for your social media platform, please submit a [Marketing Project Request](#) on the OMC webpage.

2. How to name your page: All Dalton State affiliated accounts should begin with “Dalton State” followed by your organization’s name. For example, “Dalton State Wright School of Business”

F. Goals

1. Cultivating a group of people around a social media presence takes time and energy. If done poorly, it can do more harm than good. Take care to update social media sites regularly and provide responsive contact when and where indicated. **We do not endorse any new pages or channels being launched without a clear plan to keep the page updated and relevant.** At least one position (not individual person) must be named as a responsible party to maintain the page. (e.g. STM administrative assistant, health professions dean, recruiter, etc.) If your page becomes stagnant or dormant, it will be removed or deactivated by OMC.
2. Before a new page is launched, clear, measurable goals need to be provided to OMC for the channel. These goals need to be more than “program awareness” or “social media engagement.” Instead goals should reflect a specific mission, such as increased enrollment or retention. There must be plans to monitor these goals are being met.
3. Refer to the College’s [Social Media Standards and Guidelines](#) for more in depth information regarding managing a social media channel.

G. Communicate in a Crisis

The Office of Marketing and Communications uses social media platforms to ensure that emergency communications reach our community in the quickest way possible. In conjunction with Administration and Public Safety, OMC conveys information to our students, faculty, staff, and community during an active emergency, provide information in the aftermath of an emergency, and to serve in conjunction with texts, alerts, and website information. We specifically use social media to convey real-time information directly from the appropriate sources. We also use social media to monitor conversations about controversies and crises and use that information to inform our overall communications strategy in relation to those events and topics. **Do not use your social media channels to post about emergency situations.** The OMC will handle communication in crisis. Refer to Roadrunner Alert, the Dalton State website, and the College’s primary social media accounts. All communication during a crisis or emergency **must** come through Administration, Public Safety, and OMC.