

## Social Media Policy

---

Policy Number:

Owner Department: Marketing

Approved Date/Effective Date: January 24, 2018

### **I. POLICY STATEMENT/PURPOSE**

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, SCNM has crafted the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

### **II. POLICY STATUS**

New

### **III. HISTORY/BACKGROUND (non-mandatory)**

Thousands of current and future students, faculty, staff, alumni, and donors are utilizing social media mediums to stay connected. Southwest College of Naturopathic Medicine & Health Sciences (SCNM) believes that having a presence in these areas will allow the College to share, in a public way, the many qualities and strengths of this academic institution, including the Southwest College Naturopathic Medical Center. In order to operate within these mediums effectively, the College has developed this policy to ensure that any and all interaction on behalf of SCNM represent the College's best interests.

Both in professional and institutional roles, employees need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, alumni, donors, patients, media, and other college constituents apply online as in the real world. Employees are liable for anything they post to social media sites.

### **IV. DEFINITION(S)**

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include, but are not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat and LinkedIn.

### **V. SCOPE/KEY STAKEHOLDERS**

This policy only applies to social media accounts created to represent SCNM groups, departments, entities, etc. and does not apply to private individual accounts. However, if an employee or student group at SCNM creates a page that could be affiliated with the College, the Marketing Department should be notified. The college does not take any responsibility for pages developed by others.

## Social Media Policy

---

### VI. POLICY ITEMS

- A. Protect confidential and proprietary information
  - a. Do not post confidential information about SCNM, its students, employees, alumni, or patients. Employees must still follow the applicable federal requirements such as FERPA and HIPPA. Adhere to all applicable institutional and legal privacy, confidentiality and property policies and laws.
  - b. Do not collect sensitive information - such as phone numbers, student ID numbers, Social Security numbers, payment information, etc. - via social media, as these are not secure channels.
  - c. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.
- B. Respect copyright and fair use
  - a. When posting, be mindful of copyright and intellectual property rights of others and the College. Direct questions about fair use or copyrighted material to the Marketing Department at 480.222.9224 or marketing@scnm.edu.
- C. Use SCNM intellectual properties only with permission
  - a. No user may establish social networking sites that use the SCNM logo or other intellectual properties such as photography, video, artwork, and publications copyrighted to the College without authorization from the College. Do not use Southwest College's name to promote a product, cause, or political party or candidate. It is a violation of social networking site policies to represent an institution without prior written authorization.
- D. Terms of service
  - a. Obey the Terms of Service of any social media platform employed.

### VII. RESPONSIBILITY FOR IMPLEMENTATION

The marketing department is responsible for protecting the voice and brand of the College and is therefore responsible for implementing this policy.

### VIII. RELATED DOCUMENTS

Please review the document "Social Media Best Practices" found on MySCNM for further guidance on how to best use social media and stay in compliance with this policy.

### IX. NEXT REVIEW DATE

Yearly from date of approval

### X. VERSION CONTROL AND CHANGE HISTORY

Version Control	Approved By/Date	Date Effective	Amendment

## Social Media Policy

---

1	President's Council 1-24-18	1-24-18	
2			

### **XI. POLICY AUTHOR/CONTACT**

SCNM Marketing Department, [marketing@scnm.edu](mailto:marketing@scnm.edu)