

NORTHWEST UNIVERSITY'S SOCIAL MEDIA POLICY



Northwest
UNIVERSITY

SOCIAL MEDIA POLICY FOR ACCOUNT ADMINISTRATORS

Northwest University encourages the use of social networking sites including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, and Pinterest. Such sites offer open lines of communication between Northwest University, the community, our alumni and friends, allowing the University to share events, educational opportunities, and other information. Departments, student groups, athletic teams, clubs, etc., have the ability (but are not required) to maintain interactive and current social networking profiles that promote open discussion of topics related to Northwest University and its constituents.

All social networking profiles and administrators who use a social networking service as a representative of Northwest University (in your capacity as a faculty or staff member, student leader of a club or organization, or student athlete), must agree to abide by the following policies and procedures:

1. No social media profile may in any way hinder the **mission** of the university.
2. The Marketing Department must be aware of any profile using the Northwest University or NU name. **If you are already moderating a social networking profile that uses the Northwest University name, please email socialmedia@northwestu.edu with account information to allow your profile to be added to the NU Social Media Accounts list.**
3. Any primary administrator must be an employee (faculty or staff member) of Northwest. Secondary administrators must be approved by the primary administrator.
 - **Primary administrators** are those who are ultimately responsible for the profile. They are responsible for the activity that occurs on the profile, including ensuring regular updates.
 - **Secondary administrators** are those who the primary administrator has given administrative access.

For example, a student apart of the leadership of NU Student Government may act as a secondary administrator to post on the NU Student Government Facebook page, but should be overseen by the Director of Student Programs, who is ultimately responsible for the content that gets posted.
4. Administrators must be honoring to God and respectful of Northwest University, students, staff, alumni, and the community in their posts and responses to posts.
5. Administrators agree to follow Northwest University's **Levels of Response Guide** (see next page) in regards to negative or controversial posts. It is the primary administrator's responsibility to monitor profile activity frequently and respond accordingly.
6. Administrators may not share information that is confidential and/or proprietary about the university, students or staff, or that would in any way violate the university's **privacy policy and FERPA law**.
7. In addition to abiding by these terms of service and policies and procedures, administrators must abide by the terms of service of the applicable social media site.
8. Northwest University and the organization, club, athletic group, or department represented must be clearly identified in the username and profile title. The Marketing Department can provide guidance in naming conventions.
9. Northwest University would like to move towards a model in which the following are goals:
 - Maintaining substantive social media accounts that are **well-managed** (by student/staff representatives), **well-visited** (at least 100 Likes/Followers), and **dynamic** (i.e. links, blogs, photos or videos) with **frequent updates** (current info posted 2-3 times monthly).

SOCIAL MEDIA POLICY FOR ACCOUNT ADMINISTRATORS (CONT.)

- Moving towards departmental social media accounts that are unified and not divisive for the voice of Northwest University if not being followed/**well-visited**.
*For example, there is one main Northwest University Athletics Facebook page, but multiple sports team pages (ex. Northwest University Men's Basketball). These are permitted **if** regularly maintained by individual team captains and coaches. If not, all content should be fed through the main Northwest University Athletics page.*
1. Branding of your profile includes what you name it, any link alias, and the image(s) you use to represent the profile, all of which must be approved by the Marketing Department whose responsibility it is to ensure that every Northwest University social media profile uses branding that represents the university in an excellent manner. Here are several considerations:
 - If using the university logo, it needs to follow our usage guidelines outlined within our **Brand & Visual Style Guide**.
 - Profile images must be formatted so they display correctly in the site's thumbnail version.
 - For Facebook pages, you will need to submit two images for approval: (a) 180x180 profile logo image and (b) 851x315 less than 100KB cover photo.
 - If you need help with this process, please email socialmedia@northwestu.edu.
 2. Before beginning a social networking profile, permission must be granted by the Marketing Department as well as the head of the department, club, organization, or athletic team involved. Submit requests to start a page to the Marketing Department via email. Not all requests will be approved.
 3. Any profile that is not listed with the Marketing Department and utilizes Northwest's name or logo or the name or logo of any of our athletic teams or organizations may be terminated with the site host (e.g., Facebook, Twitter, etc.) for trademark violation.
 4. Inactive social media profiles that have not posted for 1 month or more may be discontinued.
 5. Any content on any profile which is found to be in violation of these policies may be removed by the Marketing Department after first going through the appropriate channels.
 6. The Marketing Department reserves the right to terminate the administrative rights of any person for any violation of these policies and procedures after first going through the appropriate channels.
 7. Any profile that regularly violates these terms and conditions may be terminated by the Marketing Department after first going through the appropriate channels.
 8. Content (videos, photos, music, etc.) posted to a social networking profile by an administrator may be used by the university for any marketing or fundraising purposes as deemed appropriate by the university. Applicable copyright laws must be observed in postings by administrators.
 9. Under no circumstance is Northwest University liable for legal damages as the result of an employee's or student designee's actions associated with a social networking site.

Northwest University reserves the right to change these terms of service and policies and procedures at any time. An updated copy will be available online.

¹"Appropriate channels" is defined herein as the Marketing Department first contacts the site's administrator listed with the Marketing Department. If the issue is not resolved at that level, then the Marketing Department will contact the Vice President directly responsible for that area, and the VP will direct how the Marketing Department should respond.

SOCIAL MEDIA LEVELS OF RESPONSE GUIDE

Social networks are interactive in nature, thus they are not without risk. As our social media involvement has increased, so too has the need for policies and procedures governing the use of that social media involvement by representatives of the university.

The following is Northwest University's **Levels of Response Guide** to social networking posts and must be followed on all social networking profiles which represent the university. If there is any question regarding an appropriate response, please refer the post to the Marketing Department for action.

LEVEL 1 » (No response necessary)

A general complaint, negative opinion, bad experience, rumor etc.

LEVEL 2 » (Response from primary site administrator)

A complaint based on fact that can be addressed, or spam or other advertisements from an organization not affiliated with Northwest University.

The site administrator should respond politely to provide information or make a correction. An offensive post *may* be removed; a post using foul language *must* be removed.¹

LEVEL 3 » (Report activity to the Marketing Department for action)

Terms of Service (TOS), copyright, or trademark violations; defamatory postings or those depicting illegal or illicit behavior.

The Marketing Department may contact the social media host (i.e., Facebook, Twitter, etc.) to report activity of the offender(s) in violation of the host's TOS. Fan or Friend may be blocked from viewing or posting on the profile again. Postings involving illegal or illicit behavior will be reported to the proper Northwest University Departments and/or authorities.

Under no circumstances should a site administrator initiate a violation report with the host site. Such violation reports must come from the Marketing Department so they can be properly tracked and documented.

LEVEL 4 » (Immediately report activity to the Marketing Department, who will contact the necessary Northwest University Departments and authorities)

Posting that involves threats of physical harm to any person, and is clearly not satirical. Any posting that a reasonable person could construe as a possible physical or legal threat.

Northwest University reserves the right to change the Social Media Levels of Response Guide at any time. An updated copy will be available online.

¹"Foul language" is defined as "blasphemous or profane (i.e., taking the Lord's name in vane or otherwise attacking or diminishing what is holy), obscene (sexually explicit), or vulgar."



Social Media Policy

SOCIAL MEDIA: THINGS TO KEEP IN MIND

As you post on behalf of Northwest University, we encourage you to do the following:

Be Responsible

Be Respectful

Be Aware of Liability

Be Thoughtful

Do not start or engage in conversations that are divisive or political in nature.

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“Whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy—meditate on these things.”

Philippians 4:8 (NKJV)