

Social Media Policy

I. PURPOSE AND SCOPE

Social media is used by many members of the Goucher community for many different purposes. Social media accounts enable members of the Goucher community to lead and/or engage in important conversations with key audience members, including alumni, the community, prospective students, and parents. Goucher exercises different levels of control over various types of social media accounts. The purpose of this policy is to provide basic guidelines and expectations for all members of the Goucher community who use or communicate on social media, as well as to define and delineate areas where Goucher will exercise control or oversight over social media postings.

This policy is therefore divided into four main components:

- Guidelines relevant to all types of engagement on social media by members of the Goucher community;
- Policies and procedures for Goucher’s institutional accounts;
- Policies and procedures for Goucher-affiliated accounts; and
- Policies and procedures relating to personal use of social media by employees and students of Goucher.

II. DEFINITIONS

- A. **Account Managers:** any individual responsible for creating, managing or publishing content on a social media account.
- B. **Goucher-Affiliated Accounts:** officially recognized and sanctioned accounts administered by Goucher programs, offices, student groups, etc. These sites have designated account administrators who oversee the content and dialogue. They are required to comply fully with the College’s social media guidelines and visual identity standards.

Social Media: any platform for online publication and communication, including but not limited to Facebook, X (Twitter), Instagram, LinkedIn, Snapchat, and YouTube.

- E. **Social Media User:** any individual who utilizes social media for personal or professional purposes.
- F. **Unofficial/Unaffiliated Accounts:** groups or users who may have an interest in and identify with the College, but who have not started or completed the steps to become a Goucher-affiliated social media account.

The social media accounts listed above are the only “official” accounts created and curated by the Office of Marketing and Communications on behalf of the College. The Office of Marketing and Communications curates the content on these websites and reserves the right to delete or hide postings that it deems offensive, threatening, defamatory, harassing, or otherwise inappropriate. Only employees whose job duties are to create or curate content are authorized to post on these accounts on behalf of Goucher, although all community members are encouraged to follow and post on these sites in their individual capacity. All social media accounts, including any and all log-in information, data, passwords, trademarks, and content related to the account, including all followers, friends, connections, subscribers, and contacts are the property of Goucher College.

V. GOUCHER-AFFILIATED ACCOUNTS

There are over twenty (20) active Goucher-affiliated channels across social media. Faculty, staff, and students manage these accounts, and Goucher College is not responsible for the content of these sites. A full list of Goucher-affiliated accounts is available on the college website. This resource can be used to tag relevant offices, programs, and student groups in content applicable to them.

Unaffiliated account managers may contact the Office of Marketing and Communications for instructions on how to become an affiliated account. The account will be included on this list following the process.

VI. PROCEDURES AND GUIDELINES TO CREATE AND USE A SOCIAL MEDIA ACCOUNT

If a college department, program, or office wishes to create a Goucher-

△ How to Create a Goucher Social Media Account

If you are an official representative of the College looking to create a Goucher-affiliated social media account, the Office of Marketing and Communications can assist you with an account. You will need to:

Reposting a photo on Instagram or using a photo an individual did not take on Snapchat, is not allowed without attribution. Account managers must seek permission from the user/author before posting their content. Once approved, they should tag the creator of the work, and include their profile name in the caption. They should acquire written approval for any work they are allowed to repost.

The above guidelines apply when posting content to YouTube. Account managers must seek permission for any audio or video components that are not their own.

On Flickr, every photograph is marked with licensing information. If account managers see “© All Rights Reserved,” they are not allowed to use the work without permission. Any photos marked with a Creative Commons license can be used but with caution. Account managers should view the attribution requirements and follow the instructions carefully. Misuse of the license could result in copyright infringement fines and permanent prevention from sharing the artist’s work.

Additionally, account managers are allowed to share portions of work that are under the “fair use” category. If they are unsure how to obtain permission for copyrighted works, what works are protected, what legal peer-to-peer file sharing allows, or otherwise, they should view Goucher’s Copyright Policy page. Following are links to each social media site’s copyright policy mentioned in this section:

- [Facebook](#)
- [X Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [Snapchat](#)
- [YouTube](#)
- [Creative Commons Flickr Licenses](#)

E.

The College also requires faculty and staff to abide by the rules outlined in the Student Social Media Privacy Policy. This policy sets forth appropriate rules to protect student privacy interests while permitting the use of social media for academic, athletic, career-based, and other college activities.

F. Social Media News Submission

Goucher-affiliated account managers must submit the following information to the Office of Marketing and Communications if they would like to see their news featured on the College's institutional accounts:

A brief summary of the news, event, or individual they wish to feature.

A link to an article (if applicable) OR a photo you wish to use.

A member of the communications team will contact the account manager should they have any questions. ~~CONFIDENTIAL~~

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λαγιφφ
παλεφφαδεφφφφ φφφ*

Goucher-affiliated pages should not respond or post information about a crisis unless it is a repost or retweet from the official institution's page. This will prevent miscommunication, rumor spreading, and inconsistent messaging. We also suggest canceling all scheduled posts until the crisis has subsided.

If a social media user sends or posts information about an actual or potential safety threat on a Goucher-affiliated page, the receiver should immediately contact the Office of Public Safety at 410-337-6112. Keep a screenshot of the threat and, if possible, hide the post on the page. Do not delete the post as it could interfere with the investigation process. Non-safety-related inquiries can be reported to the Office of Marketing and Communications. General questions can be directed to the appropriate office or center.

The Office of Marketing and Communications also suggests including a sentence in the Facebook page's bio section that states the page is not monitored 24/7 and to contact the appropriate authorities in the event of an emergency.

IX. PERSONAL ACCOUNTS

A. Use by Goucher Employees

Goucher College understands that social media can be a fun way to share extracurricular activities, accomplishments, and opinions with people around the world. However, the personal use of social media presents certain risks and carries certain responsibilities.

Goucher's policy on private social media accounts is in line with the American Association of University Professors' guidelines which recommend that college administrators and educators "should remember that the public may judge their profession and their institution by their utterances. Hence, they should always be accurate, should exercise appropriate restraint, should show respect for the opinions of others, and should make every effort to indicate that they are not speaking for the institution."

Goucher does not regularly monitor its employees' or students' personal use of social media and is not responsible for what individuals post on personal social media accounts. However, if an employee's use of social media adversely affects the employee's job performance, the performance of fellow employees or of students, or otherwise adversely affects Goucher's legitimate business interests or its education program, Goucher may take appropriate disciplinary action. Employees may be held responsible for violations of Goucher policies committed through social media. Thus, for example, a Goucher employee may not use a personal social media account to harass or discriminate against a fellow employee or a student on the basis of a protected characteristic. Employees should also refrain from the use of personal social media during their scheduled working hours.

When using social media for professional or personal reasons, express only your own personal or professional opinions. If Goucher College is the subject of the content you are creating, to ensure compliance with regulations relating to paid endorsements, you must be clear that you are an employee and make it clear that your views do not represent those of the college, or anyone working on behalf of the college. If you do publish a blog or post online related to the work you do or subjects associated with the college, make it clear that you are not speaking on behalf of the college. It is best to include a disclaimer in a prominent location such as:

"The postings on this site are my own and do not necessarily reflect the views of Goucher College."

Employees must keep in mind that if they post information on a social media site that is in violation of college policy and/or federal, state, or local law, the disclaimer will not shield them from disciplinary action.

B. Use by Goucher Students

Students are expected to be responsible and accountable for their use of social media. Postings by students on social media can have consequences in terms of impact on others, judgments made about the speaker by third parties, or the impact on future employers.

Goucher does not regularly monitor the language and/or actions of students on public social media

XII. HISTORY

Updated: January 2020; June 2024.