Social Media

Social media refers to online tools and services that allow any Internet user to create, publish and share content. The “social” in social media results from individual users connecting with one another through these channels and forming online communities where they share information and knowledge and offer one another support and networking opportunities. Social media facilitates the sharing of content. Social media expands the reach of your core message and enables others to pass it along to their friends and networks. Popular social media sites include, but are not limited to, Facebook, Twitter, Instagram, Tumblr, YouTube, Snap Chat, blogs, and LinkedIn.

- See attachments FSU Social Media Memo, FSU Brand Memo, FSU Trademark and Licensing, [Official FSU Style Guide](https://www.uncfsu.edu/assets/Documents/FSU_StyleGuide.pdf) and FSU RGB Brand Color for Web Use

Social Media Guidelines

**Definitions:**

**University-recognized department/unit accounts** represent official university units and have full-time university employees assigned to administer the account. University units associated with a recognized account are responsible for the content. It is the responsibility of the account administrator to oversee the content and dialogue.

**Student organization accounts** represent student organizations that are affiliated with the university and/or choose to incorporate the university’s visual identity standards in their social media venue. They are required to fully comply with the university’s social media guidelines and graphic identity guidelines.

**Unaffiliated accounts** represent groups of users with a common interest and identification with the university.

**Guidelines:**

Social media sites are powerful communications tools that have a significant impact on organizational and professional reputations. Social media sites have the capacity to blur the lines between personal voices and institutional voices, Fayetteville State University requires departments, units, and student organizations that desire a University Social Media Account to adhere to the following requirements in order to enhance and protect personal and professional reputations:

1. “University Social Media Accounts” are defined as social media accounts (including, but not limited to, Facebook, Instagram, Tumblr, Snap Chat, BroncoAdvantage, Twitter, and YouTube accounts or blogs) that are created or maintained by or on behalf of the University-recognized department/unit and student club/organizations. All university-recognized department/unit and student club/organizations must incorporate the university’s logo, seal, spirit logo and etc., on university represented social media accounts and must fully comply with the university’s guidelines contained in the [FSU Graphic Identity Guide](https://www.uncfsu.edu/assets/Documents/FSU_StyleGuide.pdf) in their social media venue. They are required to fully comply with the university’s social media guidelines and graphic identify guidelines.

Any use of the Graphic Identity for layout and art purposes must have approval prior to print or production from the Office of Strategic Communication. Layouts containing university graphic elements should be forwarded to the Office of Strategic Communication for review. This includes, but is not limited to, brochures, ads, booklets, memento printing, etc. A release statement will follow, if approved. The release statement is required to be kept on file to validate print and subsequent use of the layouts. Please adhere closely to the guidelines contained in the FSU Graphic Identity Guide.

FSU departments and student clubs/organizations (an exception may apply to the following: Greek organizations, FSU chapters of national recognized clubs/organizations and honor societies) are reminded that there is only one university logo. The approved university logo is used for all departments, student clubs/organizations and operation of the university. No individual department or program, student clubs/organization logos are allowed. Individual identity is created by double-spacing beneath the university logo and including the departmental name and/or student club/organization name there in clear, block-style lettering for easy read.

**Note:** The graphic identity elements are located on the university’s public drive for easy access. All approved graphic elements to include the university logo, seal, spirit logo, as well as approved art and word art elements, can now be found on the university “P” drive at: **P:Data/FSU Graphic Identity.** TheFSU Graphic Identity Guide publication is also located on the Marketing website at: [Logos (uncfsu.edu)](https://www.uncfsu.edu/about-us/fsu-leadership/office-of-the-chancellor/communications-and-events/marketing/logos). Permission for use can only be obtained through the Office of Strategic Communication.

A consistent visual identity is important for FSU. It creates brand and reputation while allowing all FSU constituencies to identify with FSU by the same, consistent imagery. Please adhere to the graphic identity policies approved for campus use, and to remove any elements or artwork from social media sites that does not adhere to campus policy and guidelines.

1. Requests for University Social Media Accounts must be submitted in writing to the Office of Strategic Communication, prior to account creation. Once the social media account/page has been established/created, please forward the link to the webpage or URL address to Morgan Pratt, Director of Digital Strategyfor Strategic Communication, via email at [mosley@uncfsu.edu](mailto:mosley@uncfsu.edu) for final review and approval and carbon copy [amoore95@uncfsu.edu](mailto:amoore95@uncfsu.edu) for record purposes. The social media request is available upon request.  
     
   Note: If a social media account/page has been established/created, prior to approval granted by the Office of Strategic Communication. Please contact the office of Strategic Communication. Additionally, the requesting department/unit/student club and organization is required to follow-up with a written request for approval of the social media account/page.
2. University Social Media Accounts must have responsible department or unit administrators assigned, must include the social media manager as an administrator on the account and add Morgan Pratt, Director of Digital Strategyfor Strategic Communication and Ashley Moore, Social Media Project Manager, as a page administrator on all university social media accounts. Shared access to appropriate usernames and passwords is permitted if shared administration is not possible.
3. All University Social Media Accounts must include a disclaimer statement on the site in the form prescribed by the social media manager, regarding the content and opinions contained on the site. **Example:** “The Official Fayetteville State University Social Media Page (with the Name of the Department/Unit or Student Club/Organization)” or “The Official Social Media Presence for Fayetteville State University and the Name of the Department/Unit or Student Club/Organization)”.
4. University Social Media Accounts that are created and abandoned may be removed by the social media manager at his or her discretion.
5. All University Social Media Accounts must display the following statement prominently where possible:

“Representatives of a North Carolina state agency communicate via this Website. Consequently, no person communicating via this site (whether a state employee or the general public) should have an expectation that any communication on this site is private. All communication on this site may be subject to disclosure under the North Carolina Public Records Act.”

1. Publicly posted content on a University Social Media Account will not be edited or removed prior to consultation with the social media manager, who should consult with the [Office of Legal Affairs](https://www.uncfsu.edu/faculty-and-staff/departments-and-offices/office-of-legal-affairs), as needed.
2. Best practices and guidelines for social media accounts should be considered by all campus users.

# Best Practices

University social media platforms allow you to share knowledge, express your creativity and connect with others who share your interests. FSU supports your participation in these online communities, subject to these Social Media Standards and compliance with any applicable federal or state laws and university policies. Because social media is such a rapidly changing medium, please understand that these guidelines are subject to change without prior notice. We will do our best to keep them up to date.

The key to social media is to be a valued community member. This entails:

• Being honest and transparent about your identity (use your real name, disclose your relationship with the university and state your purpose on the site).

• Being respectful of other community members (this includes being always civil, even when expressing disagreement, and refraining from vulgar, discriminatory, or otherwise inappropriate language).

• Providing valuable, accurate, timely and relevant content.

Additional rules, applicable standards and regulations governing use of university social media are as follows:

**For official sites, have a plan**—Consider your messages, audiences, and goals, as well as a strategy for staffing (including during vacations) and keeping information on social media sites up to date, before launching an official social media presence for your FSU unit. This could include a content plan for the types of posts you will make in the first weeks or months after the site is launched. Best practices vary depending on the social media environment in question, but typically a volume of 8-15 posts per month is sufficient to maintain interest but avoids overwhelming "fans" or "followers."   
  
Consider carefully who you will "friend" or "follow" in social media to avoid creating the impression that the university endorses a particular individual, cause, or organization. Plan to what extent you will allow comments from other users on your site (this will depend on the goals you have set for your social media efforts) and how you will respond if users make critical or objectionable posts or comments.   
  
Because of the need for transparency to build credibility in social media, FSU suggests that posts which are critical but not offensive should generally not be censored. However, comments that are libelous or offensive by the standards of our community, such as posts that are racist or obscene, or that consist of a "spam" advertisement or otherwise violate the Information Technology Users’ Privileges and Responsibilities document's guidelines for commercial use of university platforms, should be removed.

**Be responsive:** Respond to questions and concerns brought to your attention in a timely manner. If you do not know the answer, be upfront about that and try to provide information that can help point the user in the right direction. If you need additional time to find the appropriate response, send an initial response indicating that you are looking into it and will respond with more information when you know it.

When you are deciding how to handle comments on your site, consider that most people who maintain social media sites welcome comments because they build credibility and community. However, you can set your site so that you can review and approve comments before they appear. This allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous material.

**Be Accurate:** Take the time to ensure that you have all the facts before you post. Mistakes do happen, however, so if you post an error, correct it in a timely and public manner. This will earn you respect in the online community.

**Be fair:** Cite and link to your sources whenever possible.

**Be insightful:** When you join an online conversation, make sure that you are contributing valuable insights. Don’t post self-promotional material unless you are sure that it will be of interest to the rest of the community. Self-promotion is often seen as spam, which is not the perception you want to portray to the community.

**Be respectful:** It’s okay to disagree but refrain from using this space to attack others’ ideas. Offering constructive criticism is a good way to sway others’ opinions and promote your view.

**Use discretion:** Don’t rely on privacy settings to safeguard your content. These tools are meant for sharing and, therefore, tend to default to open privacy settings. Furthermore, settings and privileges are subject to change. Search engines can turn up posts’ years after the publication date. Comments that were visible only to a select group of friends can be forwarded or copied and archival systems are in place to store posts long after they are top-of-site and therefore top-of-mind. Some programs even store posts that have been deleted. Before you post anything, decide if it’s something that you will be proud to be associated with down the road.

**Be honest:** Never pretend to be someone else and post about FSU. Tracking tools enable supposedly anonymous posts to be traced back to their authors. There have been several high-profile and embarrassing cases of company executives anonymously posting about their own organizations.

**Maintain confidentiality:** Protect confidential and proprietary information by refraining from posting it. Make wise decisions about what content is acceptable to post. Note that all postings to university social media are likely to be considered “public records” under [North Carolina’s Public Records Act](https://www.ncleg.net/EnactedLegislation/Statutes/HTML/ByChapter/Chapter_132.html).

**Be aware of liability:** You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous, or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you. Be mindful that inappropriate social media usage can be grounds for disciplinary action.

**Abide by university Policies:** When you create, administer or interact with a FSU social media, you are subject to the university’s Use of Computer Resources Policy found [here](https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-legal-audit-risk-and-compliance/policies-and-procedures#Information%20Technology) and all other applicable university policies.

**Potential Consequences:** Violation of law, university policy and/or improperly disclosing another person’s information in connection with use of social media can have serious ramifications, so please be aware of the potential consequences before you post.

Some potential consequences include defamation lawsuit; copyright, patent, or trademark infringement claims; privacy or human rights complaint; workplace grievance; criminal charges, especially with respect to obscene or hate materials; damage to the university’s reputation and business interests; campus discipline, up to and including expulsion (students); work-related discipline, up to and including termination (employees) and exclusion from university social media.

**Removal of Certain Content from University social media:** In addition to whatever sanctions may apply through application of university policies, the university reserves the right to remove, but is not obligated to remove, any postings, comments or other content that it determines to be in violation of any law; that contains unauthorized commercial solicitations (such as spam); or that are factually libelous or legally obscene.

**Respect Copyright & Intellectual Property:** If you share images, video, audio, newspaper or journal articles created or written by others, you are subject to copyright law. If you do not own copyright to the item or if the item is not in the public domain, you must either have the copyright owner’s permission or you must come within the “fair use” exception. To determine whether you fall within the fair use exception you must conduct a fair use analysis. See Copyright Compliance policy found at: <https://www.uncfsu.edu/assets/Documents/Office%20of%20Legal%20Affairs/Copyright.Rev1.pdf> for more information. To determine whether content is within the public domain, go to this link at the United States Copyright Office <http://copyright.gov/circs/circ22.pdf>.

**Abide by FERPA and student educational records laws:** The Family Education Rights and Privacy Act (FERPA) is the federal law that protects the privacy of student education records such as grades, transcripts, and student identification numbers. Faculty should be aware that it is possible that FERPA may limit any requirements for a student to post to or interact with a social networking site as a part of an academic assignment.

FSU requires that all official FSU-sponsored social media pages display the following statement:

*“Notice to Students –FSU does not control this system and cannot guarantee your privacy. By proceeding, you are acknowledging receipt of this notice and compliance with its contents. For more information, please see:* [The Family Education Rights and Privacy Act (FERPA)](https://www.uncfsu.edu/faculty-and-staff/departments-and-offices/office-of-the-registrar/ferpa).

**Be aware that all communications may be monitored and be subject to disclosure as public records:** All social media posts, comments, Tweets and mentions fall under the category of electronic communications monitored and possibly archived by officials of the state and/or FSU and as such are considered public. There should be no expectation of privacy in any social media communication, whether personal or official. Each FSU-sanctioned social media profile or page can post a statement (example provided below) to inform readers that postings and other content are potentially monitored and subject to disclosure to state and FSU officials and/or the public.

*Representatives of North Carolina state government communicate via this website. Consequently, any communication via this site (whether by a state employee or the public) may be subject to monitoring by officials of the University and/or State and disclosure to third parties.*

**Be ethical:** There are numerous codes of ethics for bloggers and other active participants in social media, all of which will help you participate responsibly in online communities. If you have your own (personal) social media site, you may wish to post your own code of ethics.

**Be aware of Terms of Service:** Each social media site has its own terms of service. Please be aware of them to ensure that your usage is within stated terms. As terms of service are subject to change, check back regularly to keep yourself up to date. If there is a conflict between a site’s terms of service and the state or university policies, please be aware that the university reserves the right to enforce its own policies (including these Social Media Standards) and any applicable federal and state laws with regard to university social media.

**Appropriately set your privacy settings:** For FSU accounts, it is required by the state that all privacy settings be set to “public.” However, for your personal accounts, be aware of your privacy settings and what information is easily available to the general public. That said, do not assume that a privacy setting will protect your content from being passed beyond your intended audience. Only publish content that you are willing to disclose.

* [Facebook Privacy Policy](http://www.facebook.com/policy.php)
* [Twitter Privacy Policy](http://twitter.com/privacy)
* [LinkedIn Privacy Policy](https://www.linkedin.com/legal/privacy-policy)
* [Tumblr Privacy Policy](https://www.tumblr.com/policy/en/privacy)
* [Instagram Privacy Policy](https://help.instagram.com/155833707900388/)
* [Youtube Privacy Policy](https://www.youtube.com/howyoutubeworks/user-settings/privacy/)

**Separate personal from professional accounts:** Do not use your university e-mail address or password for a personal social media account. Likewise, do not use a personal e-mail address for a university-sanctioned account.

**Be yourself:** When posting to personal accounts, people will likely still identify you with the university. You are welcome to identify yourself as a faculty or staff member. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of FSU. This parallels Office of Strategic Communication practices at FSU.

A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their “About Me” page. If you discuss higher education on your personal social media site, we suggest you include a sentence like this:

*“The views expressed on this [blog, website] are mine alone and do not necessarily reflect the views of FSU.”*

**Don’t use the FSU name, logos or trademarks in personal social media or for private gain:** The name “Fayetteville State University (FSU)” and its logos and trademarks may be used only by social media platforms of student organizations officially recognized by Student Affairs and University-recognized departments/units and other university entities. Do not make endorsements using the FSU name logos or trademarks. See [FSU Trademark and Licensing](file:///C:\Users\lmccorkle\OneDrive%20-%20Fayetteville%20State%20University\Documents\Libraries\Documents\Content%20for%20the%20PR%20External%20Webpage\licensing%20trifold%2082712.pdf) for more information: at <https://www.uncfsu.edu/about-us/fsu-leadership/office-of-the-chancellor/communications-and-events/marketing/branded-collaterals-self-service-tools>.

**Be vigilant—**Exercise caution to avoid "phishing" attempts, which aim to gain control of a personal or institutional social media site by deceiving a user into revealing the account's username and password. Monitor your social media sites to ensure you notice quickly if an unauthorized person gains access—the larger your audience, the more tempting your site becomes as a target.

**Measure for results—**To evaluate post activity and interaction with a community, make use of analytics and tracking tools. Facebook has [built-in analytics for pages](https://www.facebook.com/help/search/?q=insights).

**Promotions—**Adhere to the promotion policies of the social media platform in question and applicable law.

* [Facebook Promotions Guidelines](http://www.facebook.com/promotions_guidelines.php)
* [Twitter Promotions Guidelines](https://business.twitter.com/help/what-are-promoted-tweets?lang=en&location=na)
* [LinkedIn Advertising Guidelines](https://www.linkedin.com/legal/pop/pop-sas-guidelines)
* [Instagram Promotions Guidelines](https://help.instagram.com/179379842258600)
* [Youtube Promotions Guidelines](http://www.youtube.com/yt/playbook/promotion.html)

To view the Official FSU Style Guide, please visit <https://www.uncfsu.edu/about-us/fsu-leadership/office-of-the-chancellor/communications-and-events/marketing/logos>.

# How FSU is Engaged in Social Media

Please scroll down to read a brief description on some of the most popular platforms. We also share the pages managed at the institutional level.

**Facebook:** Facebook is a social network service and web site that allows users to build an online community with other users, brands, and organizations. Users build value with wall posts, status updates, messages and multi-media posts. The more interaction your page has with others, the more individuals will be enticed to visit and “like” your page. The goal is to draw visitors to your Facebook page and maintain positive, consistent conversation — strengthening FSU program loyalty.

• [Facebook](https://www.facebook.com/FayettevilleStateUniversity) – managed by Office of Strategic Communication

Other approved Departmental/Units/Student Clubs and Organizations Facebook Pages:

* <https://www.facebook.com/Admissions.FSU?fref=ts> managed by Admissions
* <https://www.facebook.com/FayStateAlumni> - managed by Alumni Affairs
* <https://www.facebook.com/Connect1867/?fref=pb&hc_location=profile_browser> managed by Student Affairs

**Twitter:** Through short, 140-character posts, Twitter provides users with the resource to create a community. Create your own online community followers, sending frequent tweets, retweets, links and direct messages.

• [Twitter](https://twitter.com/uncfsu) – managed by Office of Strategic Communication (University account)

Other approved Departmental/Units/Student Clubs and Organizations Twitter Pages:

* <https://twitter.com/FSU_Admissions> managed by Admissions
* <https://twitter.com/FayStateAlumni> managed by Alumni Affairs
* <https://twitter.com/Connect1867> managed by Student Affairs

**Instagram: I**s an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

* <https://www.instagram.com/fayettevillestate/> managed by Office of Strategic Communication
* <https://www.instagram.com/connect1867/>managed by Student Affairs
* <https://www.instagram.com/fsu_admissions/> **managed by Admissions**
* <http://snapwidget.com/u/1736377427> **managed by Alumni Affairs**

**LinkedIn: LinkedIn is a social media platform for** business-oriented social networking, it is mainly used for professional networking. The basic functionality of LinkedIn allows users (workers and employers) to create profiles and "connections" to each other in an online [social network](https://en.wikipedia.org/wiki/Social_network) which may represent real-world professional relationships.

[LinkedIn](https://www.linkedin.com/edu/school?id=18773&trk=tyah&trkInfo=clickedVertical%3Aschool%2Cidx%3A4-1-5%2CtarId%3A1431093246487%2Ctas%3Afayetteville%20stat) - managed by Office of Strategic Communication

**Blogs:** When longer posts such as event recaps, organization updates, or general information are needed, blogs are a great tool. Blog posts can incorporate multi-media and offer more diverse options than Facebook and Twitter. FSU units are encouraged to host their blog(s) on WordPress. However, Tumblr and Blogger also allow for easy integration into other social media platforms.

[FSU News](https://fsusites.uncfsu.edu/fsunews/) managed by Office of Strategic Communication

### **Tumblr:** lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colors to your theme's HTML.

* <http://uncfsu.tumblr.com/> managed by Admissions

**YouTube:** YouTube is a video-sharing service that allows users to upload, share and view videos. On YouTube, you can create individual channel pages to represent your specific unit or group.

* <https://www.youtube.com/user/fayettevillestatenc> managed by Office of Strategic Communication
* <https://www.youtube.com/channel/UCKd8_Adbg2MXbR4QMsrQHDQ/videos> managed by Student Affairs

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