



Social Media Guidelines

Eastern Michigan University's official social media presence is managed by the Division of Communications. The University's official channels are:

Facebook:	www.facebook/eastern.michigan.university
YouTube:	www.youtube.com/user/emichigan08
Twitter:	www.twitter.com/emu_swoop www.twitter.com/emunews
Instagram:	www.instagram.com/easternmichigan/
Pinterest:	www.pinterest.com/officialemu
LinkedIn:	www.linkedin.com/edu/scjpp;?id=18604&trk=edu-ca-head-title
Google+:	www.plus.google.com/u/2/+easternmichigan

Other University entities (i.e., Athletics, College of Business, Human Resources, Alumni Relations, student organizations, etc.) may have social media channels that they oversee. All official entities of the University are expected to follow the guidelines below when representing the University.

Guidelines

Overview

Sharing news, pictures, videos or commenting about Eastern Michigan University through social media can be an effective way to communicate, create positive impressions and help build the EMU brand.

Using social media also has the potential to impact organizational and professional reputations. The following guidelines will assist EMU offices, departments, colleges, student organizations and other EMU entities in creating and managing social media accounts. The guidelines provide recommendations on how to properly portray and promote the institution while maintaining a personal and professional image.

Official social media channels

An individual or group may not create a social media channel which represents Eastern Michigan University without approval from division, department or student organization advisor leadership. Leadership who oversee social media channels should ensure that the University is properly represented and these social media guidelines are followed.

University leaders (division, department or student organization advisor leadership) who oversee social media channels should maintain administrator rights in order to delete/add designated channel administrators, as well as to shut down or remove channels that are no longer active or serve the mission of the division/department/organization.

If a social media channel is not actively used, the Division of Communications will request that the channel be taken down to eliminate confusion and ensure that search engines find active channels.

If a social media channel is created without approval from University division/department/ student organization advisor leadership, the channel cannot represent itself as an official EMU channel. The word “official” and the official University marks and logos may not be used to represent the channel.

Use of University marks and logos

Authorized social media channels should feature the unit’s official name and a current, approved EMU logo. University colors (green and white) should be used if design options allow.

In the “about” section of the channel, appropriate contact information should be included (i.e., department website, main phone number, and/or a general department/organization email address).

The University’s official marks, logos, identify standards and guidelines can be found at: www.emich.edu/communications/id_standards.php

Confidentiality

Sharing information that is not available to the public should be avoided. Please follow these proper confidentiality procedures:

- Do not post confidential or proprietary information about any person, business or organization.
- Do not post content that could potentially create a security risk for any person, business or organization.
- Do not post personally identifiable information about any person. This includes screen names, personal photos, hobbies, addresses and phone numbers, and work or school information.
- Do not use social media to collect personal information of users. Most websites’ terms and conditions, as well state and federal laws, impose requirements and restrictions that govern collection of the personal information.
- Understand and follow all policies related to confidentiality, such as FERPA, HIPAA, and EMU’s employee policies. (See Resource Links at end of this document for further information.)

Use of copyrighted or proprietary materials

Administrators of official University social media channels may create and post photos, videos and artwork to show the appeal and character of EMU.

Before posting, sharing or distributing copyrighted materials, however, secure the rights and permissions to use the materials. This includes, but is not limited to, art, music, photographs, texts, videos (or portions of), and any information that may be copyrighted or proprietary.

General content

Any and all content should be posted with the understanding the information posted can be redistributed through the Internet and other social media channels and can be viewed by the general public. Content related to EMU should further EMU's education, mission and values and be deemed appropriate for the public. Content should be constructed in a positive, respectful manner and not be construed as negative or degrading.

Divisions/departments are encouraged to develop an authentic voice that is appropriate for the community, but still meets the stated guidelines. For example, the voice of the EMU theater channel will be very different than the voice of the athletics channel, which will be different from the voice of the Honors College channel. As long as the voices are respectful and appropriate, unique voices are encouraged.

Generally, channel administrators should post using "we" not "I" to represent the division/department/organization. As an educational institution, it is important to use proper spelling, grammar and terminology in all posts.

When representing Eastern in an official capacity, faculty, staff and students are personally responsible for any content posted or shared through social media, blogs, wikis, and any other form of user-generated content.

Do not post:

- Content that is disrespectful or has an aggressive tone
- Content containing vulgarity, obscenities or profanity
- Content that displays (even in jest) an individual getting hurt, attacked or humiliated
- Content that could be judged as racist, bigoted or demeaning to an individual, a group or an organization
- Content that might be perceived as illegal, such as narcotics or underage drinking
- Content that represents EMU in a negative light

If a post contains a mistake, correct the mistake as soon as possible. Monitor subsequent posts to make sure no confusion exists due to the mistake.

It may be hard for some followers to differentiate between professional and personal posts if the two types are mixed. When posting on behalf of EMU, clearly identify your role and maintain professionalism.

On the channel they manage, channel administrators should act in their professional roles at all times in order to maintain the consistency of the channel voice online and its authenticity. Likewise, if channel administrators post on other channels using their administrator names/avatars, it is important to maintain professionalism as representatives of EMU.

On social media channels, relationships such as faculty-student, staff-student and supervisor-subordinate can be misconstrued depending on the nature of the social interaction. All EMU employees are advised to consider work relationships when posting on social media channels.

Moderated comments

Engagement and interaction on EMU social media channels is important. Followers are encouraged to comment on posts, tweets, blogs, photos, videos, links, etc. on EMU social media channels, with the following restrictions:

- Must be relevant to the topic discussed and straight to the point
- Must be in good taste and appropriate for all audiences
- Must be constructive and not include vulgarity, obscenity, or profanity
- Must not promote alcohol, drugs, sex or gambling
- Must not be disrespectful or have an aggressive tone
- Must not attack an individual or group.
- Must not be spam, political endorsements, sales or advertising

EMU reserves the right to review and delete comments, posted materials and other shared items that are deemed by the channel administrators as inappropriate.

Sharing posts

EMU faculty, staff and students are encouraged to repost, retweet and share information and posts (photos, press releases, news articles, etc.) from official EMU social media channels.

Sharing news, pictures, videos or commenting about Eastern Michigan University through social media can be an effective way to communicate, create positive impressions and help build the EMU brand.

Social media consultation

The Division of Communications Marketing and Social Media teams can provide advice and training for those who are interested in building and maintaining a social media channel. Contact Ted Coutilish at 734.487.2483 or ted.coutilish@emich.edu for assistance.

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Questions about these guidelines can be directed to the Vice President for Communications, 734.487.6895, or the Associate Vice President of Marketing, 734.487.2483. Further information about the Division of Communications may be found at www.emich.edu/communications.

Resource links

The following links will provide details about institutional, legal and government requirements, policies and laws:

- Health Insurance Portability and Accountability Act (HIPAA) -- <http://www.hhs.gov/ocr/privacy>
- Family Educational Rights and Privacy Act (FERPA) -- <http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>
- EMU's employee policies -- <http://www.emich.edu/hr/policies/index.php>

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