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BECKER COLLEGE SOCIAL MEDIA POLICIES AND PROCEDURES

Social media can be a valuable tool in conveying the Becker College brand and building interest in the College and its programs, departments, offices, and events. Social media includes blogs, Facebook, Twitter, LinkedIn, and YouTube.

The following social media policies and procedures are intended for assisting those who are posting social media content on behalf of an official department, office, or organization of Becker College.

NOTE: It is a violation to use official Becker College logos or seals on social networking sites without prior authorization from the Office of Marketing & Strategic Communications. No user may establish social networking sites that use the College's official marks or other intellectual properties such as photography, video, artwork, and publications copyrighted to the College without authorization from the Office of Marketing & Strategic Communications.

Guidelines

- **Work with the Office of Marketing & Communications.** Departments, offices, and programs currently using social media or that wish to create social media pages should contact the Office of Marketing & Strategic Communications by completing and submitting a [Work Order Form](#).
- **Understand the purpose of the site.** There is a difference between having a social media presence and understanding and utilizing the effectiveness of social media. Departments, offices, and programs that have a social media presence should understand their particular audience and be able to identify the intent, purpose, and intended outcomes of engaging in social media.
- **Align content with the College.** Remember that anything posted with the Becker College name attached to it represents the College as a whole to the public. Institutional social media pages must coordinate with the Becker College brand, mission, core values, and messaging.
- **Assign responsibility.** All institutional social media pages must have a Becker College employee charged with the responsibility for maintaining the pages, updating postings, and ensuring content is accurate and timely.
- **Keep content current.** Be sure to keep social media content up-to-date and refreshed. At a minimum, content should be updated on a weekly basis. If this cannot be done, the site should be removed and links to the site taken down.
- **Proofread content.** Refer to the [Editorial Style Guide](#) to be consistent with the Becker College editorial style. Be sure to proofread all content before posting to ensure there are no typos, misspellings, or grammatical errors, which would reflect poorly upon the College.
- **Post appropriate photos/videos.** Photos and videos posted on social media sites that represent Becker College must be appropriate. As a general guideline, they should be photos or videos that would be appropriate for use in a College publication or on the College website. Avoid the use of photos involving alcohol, inappropriate behavior, or private/personal images. Photo credits should be given when appropriate.
- **Monitor comments.** While most social media sites welcome comments, the person responsible for maintaining the site should set the site so comments can be reviewed and approved before they appear, or should disable comments. Social media site postings and comments should always reflect well upon the College. In addition, the person charged with oversight should delete spam comments and block any individuals who post offensive comments.

- **Respect privacy.** The private information of any members of the Becker College community or prospective students should never be posted.
- **Maintain confidentiality.** Do not post confidential, personal, or proprietary information about Becker College, its students, its employees, or its alumni.
- **Understand and respect copyright and fair use laws.** Copyrighted text, photos, graphics, video, presentations, music, or other materials are the intellectual property of others. No copyrighted materials can be posted without permission to use or reproduce.