



Cleveland University
KANSAS CITY

Chiropractic and Health Sciences

Social Media Policies and Guidelines (7/7/10)

These guidelines apply to all Cleveland Chiropractic College (“CCC” or “the College”) organizations, including but not limited to academic departments, administrative offices, and student clubs and organizations.

Introduction

Social media are really not about technology. It has everything to do with communication, specifically a new communications approach and a new media mix. Cleveland Chiropractic College acknowledges the important role and opportunity that social networking tools play in enhancing the academic reputation and brand of the College. We intend to use social media to engage our audiences in a conversation and relationship with the College.

Social media are primarily Internet- and mobile-based tools for sharing and discussing information among human beings, including but not limited to:

- Blogs
- Social networks (Facebook, Twitter, LinkedIn, Youtube)

Expectations

We expect all who participate in social media on behalf of CCC to understand and follow these guidelines.

When You Engage

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with students, colleagues, and the world at large. It’s a new model for interaction, and we believe social computing can help you to build stronger, more successful relationships. It’s also a way for you to take part in global conversations related to the work we are doing at the College and the things we care about.

If you participate in social media, please follow these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at CCC.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.

- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality. Respect brand, trademark, copyright, fair use, confidentiality and financial disclosure laws. If you have any questions about these, see the Director of Communications.
- When disagreeing with others' opinions, keep it appropriate and polite.

Engagement Guidelines

Be transparent. Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are blogging about your work at Cleveland, use your real name, identify that you work for the College, and be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out. Transparency is about your identity and relationship to CCC. You still need to keep confidentiality around proprietary information and content.

Be judicious. Make sure your efforts to be transparent don't violate the College's privacy, confidentiality, and legal guidelines for external commercial speech. Ask permission to publish or report on conversations that are meant to be private or internal to CCC. All statements must be true and not misleading and all claims must be substantiated and approved. Please never comment on anything related to legal matters, litigation, or any parties we are in litigation with without the appropriate approval. If you want to write about the competition, make sure you know what you are talking about and that you have the appropriate permission. Also be smart about protecting yourself, your privacy, and CCC's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

Perception is reality. In online social networks, the lines between public and private, personal, and professional are blurred. Just by identifying yourself as a CCC employee or student, you are creating perceptions about your expertise, the school, and students, as well as the general public—and perceptions about you by your colleagues. Do us all proud. Be sure that all content associated with you is consistent with your work and with CCC's values and professional standards.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.

Are you adding value? There are millions of words out there. The best way to get yours read is to write things that people will value. Social communication from CCC should help our students, alumni and colleagues. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand CCC better—then it's adding value.

Your Responsibility. What you write is ultimately your responsibility. Participation in social computing on behalf of CCC is not a right but an opportunity, so please treat it

seriously and with respect. Failure to abide by these guidelines could put your participation at risk.

Be a Leader. There can be a fine line between healthy debate and incendiary reaction. Do not denigrate CCC or our competitors. Nor do you need to respond to every criticism or barb. Try to frame what you write to invite differing points of view without inflaming others. Some topics—like politics or religion—slide more easily into sensitive territory. So be careful and considerate. Once the words are out there, you can't really get them back. And once an inflammatory discussion gets going, it's hard to stop.

Did you screw up? If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

If it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with the Director of Communications. Ultimately, what you publish is yours—as is the responsibility. So be sure of what you write.

Moderation Guidelines

Moderation is the act of reviewing and approving content before it's published on the site. The College does not endorse or take responsibility for content posted by third parties, referred to as user generated content (UGC). This includes text input and uploaded files (video, images, audio, executables, documents).

Administrators and Authorized Pages

In order for CCC to track authorized pages, any department or individual wishing to create such a page must receive approval from the Director of Communications.

The College's authorized Page Administrator(s) must use their college-provided Cleveland.edu email address to access the page and must maintain the security of the Facebook password and identification. These individuals are fully responsible for all use of the page and any actions that take place using the account. Any changes in the designated Page Administrator(s) must be promptly communicated to the Director of Communications. When any employee leaves the College for any reason, he/she will automatically relinquish administrator rights to all pages.

Questions and Reporting Problems:

Facebook accepts complaints regarding abuse and other issues, for example harassing messages, via hyperlinks placed throughout Facebook's Web site. This can be done via "Report" links below a piece of content, or by locating the appropriate links on the Facebook "help" page. Problems or concerns regarding the use of Facebook or a College Facebook Page should be reported immediately to the Director of Communications.



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Official Twitter Policy

Updated: 2/1/12

These guidelines apply to all Cleveland Chiropractic College (“CCC” or “the College”) organizations, including but not limited to academic departments, administrative offices, and student clubs and organizations. All official Cleveland Chiropractic College Twitter accounts must be set up and approved by the Director of Communications.

If you post on behalf of CCC:

Be transparent. Clearly state your role and goals. Discuss with your supervisor when you are empowered to respond directly to users and when you may need approval.

Be respectful. As a CCC employee, you understand the College's vision, mission and core values. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Your reputation, and the College's, are best served when you remain above the fray.

Be thoughtful. If you have any questions about whether it is appropriate to write about certain kinds of material in your role as a CCC employee, consult the Director of Communications before you post. Remember that policies such as [FERPA Compliance](#) apply to social media.

Know the rules. Become familiar with the terms of service and policies of sites and networks in which you participate. Pay attention to updates. If the legal language is hard to follow, follow a respected blogger or two who discuss service changes in their posts.

Keep your personal views separate. Uphold the College's mission and values. Don't include political comments or comments on social issues except in support of positions the College has already taken. This includes changes to your photo or avatar in relation to political or social issues.

General Twitter etiquette:

Be professional, kind, discreet, authentic. Represent us well. Remember that you can't control it once you hit “update.”