



Rollins College Social Media Policy & Guidelines

The Rollins College social media policy and guidelines were created to protect and benefit those in the College community who want to effectively use social media to share their news and find value in engagement.

I. Social Media Overview

Social media is a quickly changing media marketing landscape that offers immediate connectivity. Whether connecting with students in a classroom or growing a social presence for a department, this policy will assist you in using social media technologies.

II. Rollins College Official Platforms

- a. Facebook (<http://facebook.com/Rollins.College>)
- b. Twitter (<http://twitter.com/rollinscollege>)
- c. Instagram (<http://instagram.com/rollinscollege>)
- d. Google+ (<https://plus.google.com/u/0/b/118065257844178336670/+rollinscollege>)
- e. Pinterest (<http://pinterest.com/RollinsCollege>)
- f. YouTube (<http://youtube.com/user/RollinsCollege>)
- g. Vine (<https://vine.co/Rollins.College>)
- h. Snapchat (<http://www.snapchat.com/add/rollinscollege>)

III. Getting Started

Before starting any social media presence on behalf of your department, club, or organization at Rollins College, consult with Rollins' social media manager and Associate Director of Social Media, Laura Kern (lkern@rollins.edu).

- a. Evaluation – Ask these questions:
 - i. What is our goal?
 - ii. Who is our audience?
 - iii. What unique content will we share?
 1. Do we have an editorial calendar?
 2. Who will create our content?
 - iv. Who will manage the platform/s?
 - v. How will we measure success?
 - vi. How will social media enhance and drive traffic to our web presence?
- b. Registration
 - i. Accounts registered with Marketing & Communications will be promoted by the official Rollins College social media channels.
 - ii. Registered accounts will be featured on the Rollins College Social Media Portal webpage.
- c. Metrics – Track your social media growth quarterly.
 - i. Number of followers.
 - ii. Number of interactions including, but not limited to, likes, comments, and retweets.
 - iii. Number of posts per week.
 - iv. Audience demographics.

IV. Considerations: Posting

- a. Everything you post is permanent. There is no such thing as a private social media site. Search engines can pull posts years after the publication date; archival systems save information even if you delete a post. Comments can be forwarded or copied, so make sure you know what you want to say before posting.
- b. Branding
 - i. Visit the [Rollins College Brand Guidelines](#) for specific usage information.
 - ii. Legal usage of Rollins College Logos and Trademarks
ROLLINS COLLEGE® is a federally registered service mark and trademark owned by Rollins College (U.S. Registration Nos. 2,327,619; 2,327,607; and 2,227,613). All trademarks, service marks, and logos are the property of Rollins College, or the party that provided the trademarks, service marks, and logos to Rollins College. Rollins College and any party that provided trademarks, service marks, and logos to Rollins College retain all rights with respect to any of their respective trademarks, service marks, and logos appearing on your site. None of the trademarks, service marks, and logos may be used without express written permission from their owner(s).
- c. Transparency – Transparency is an important part of retaining trust online.
 - i. If you participate or maintain a social media site on behalf of Rollins, clearly state who you are, who you work for and other relevant information. Your role and goals should be clear. Discuss with your supervisor when you are authorized to respond directly to users and when you may need approval.
 - ii. A static brand-related avatar image for your campus department, organization, or club profile page is essential in retaining recognition and building trust with your audience. Other than a logo change, you shouldn't need to update your avatar image once it's set.
 - iii. Be immediate. Respond in a timely fashion to comments and messages.
 - iv. Be connected. Provide an email address or phone number as a means of two-way communication.
- d. Etiquette
 - i. Check your spelling, grammar, and punctuation.
 - ii. Social media is *social*. Engage your audience. Ask a question, answer a question, or post a resourceful link to a reliable source.
 - iii. Be thoughtful. If you have questions about whether it is appropriate to write about certain kinds of material in your role as a Rollins employee, ask your supervisor before you post.
 - iv. Keep your personal views separate. Uphold Rollins' mission and values in your activities. Don't include political comments or comments on social issues, except in support of positions the College has already taken.
 - v. Maintain confidentiality. Do not post confidential information about Rollins, its students, its alumni or your fellow employees. Use good judgment and follow College policies.
- e. Tone
 - i. Remember that your social profile is a representative of the Rollins College brand. As such, your tone should reflect your department or organization's

spirit with professionalism and respect. Your reputation, and Rollins', is best served when you remain above the fray.

- f. Management
 - i. One administrator and one back-up administrator should manage the social profiles and dictate posting protocol for your department, group, or organization.
 - ii. A social media strategy along with an editorial calendar will produce a greater amount of engagement and lessen confusion for your audience.
 - iii. Know the rules. Become familiar with terms of service and policies of sites and networks in which you participate. Pay attention to updates.
 - iv. To manage multiple administrators and/or multiple platforms, consider using a social media aggregator such as HootSuite.

V. Privacy Guidelines

Online incidents reported to College officials that violate campus policy will be investigated and handled according to the campus judicial process.

- a. Follow all terms and conditions for third-party social media sites.
- b. [Computer Use Policy](#)
- c. Definitions of Code Violations from the [Academic Honor Code](#)
- d. [Copyrighted Materials](#) as found in the Faculty Handbook
- e. [Fair Use](#) from the Olin Library website
- f. [Intellectual Property Policy](#) (HR Policy 010.00)
- g. Family Education Rights and Privacy Act (FERPA)
 - i. College Policy
 1. [FERPA Frequently Asked Questions](#)
- h. Photo Guidelines
 - i. Photos of minors cannot be posted without written consent from the parent or guardian.
 - ii. You must obtain written or verbal agreement prior to posting photos of Rollins College students.
 - iii. Photos must not contain alcohol, nudity, medical and hospital patients, and scenes of a graphic nature.
 - iv. Photo credits must be cited.
- i. Video Guidelines
 - i. Videos posted on behalf of Rollins must not contain any material that could portray the College negatively. Rollins reserves the right to request removal of videos containing graphic content, nudity, alcohol usage, and profanity.
 - ii. All videos created on behalf of the college should incorporate the official opening graphic, as available in the Marketing Toolkit on the Office of Marketing & Communications website. Only videos produced with staff/faculty oversight should add the opening graphic.
 - iii. Student videos, in order to be uploaded to the official Rollins YouTube channel, must include "This video was filmed by students of Rollins College" as outlined in the brand guidelines.

VI. Deletion Policy

- a. We will not tolerate use of lewd, offensive, libelous, demeaning, profane, or otherwise hurtful or hateful speech directed toward either individuals or groups. Name-calling and threats of violence, even theoretical, aimed at those whom you disagree are inappropriate and are not conducive to a civil debate. We reserve the right to delete such comments and report offenders as appropriate.
- b. We do not permit messages selling products or promoting commercial or other ventures. We will delete such messages without notice.
- c. Upon request of individuals named in comments, some comments may also be removed.

VII. Employee Policy

- a. Employees of Rollins College are expected to conduct themselves in a manner respectful to the Rollins brand.
- b. Complaints and questions for the College should be directed to Human Resources or applicable office, instead of being vetted through social media.
- c. Employees who tag Rollins College in posts that are representative to a position, endorsement or otherwise impressing they speak on behalf of the college will be asked to remove such tags and mentions.

VIII. Emergency & Crisis Situations

- a. In the event of an emergency or crisis within the campus community, only the administrator of official Rollins College social media accounts will be asked to share official information regarding the situation.
- b. Unless you are sharing official Rollins College messages, your departmental page or account should remain silent and all questions be directed to the official Rollins College pages.

IX. Best Practices - Here are some helpful tips to keep in mind.

- a. Be honest.
- b. Be respectful.
- c. Keep it real.
- d. Know the channel.
- e. Listen.
- f. Respond.
- g. Manage your online reputation.

X. Support Staff

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