

Murray State College

Social Media Guidelines

Social Media Guidelines work in conjunction with the MSC Code of Conduct, policies and procedures. *These guidelines reflect expectations of behavior and professional conduct with regard to social media and other communication vehicles. Using good judgement will protect MSC as an institution and employees as individuals and members of the college community.*

Personal social media use

Personal social media use is not approved during work hours. Employees may not engage in external income-generating promotions or posts via social media during work hours.

Personal social media posts

Make sure your personal life is reserved for personal accounts. As an MSC employee, you represent the college even when using your personal social media accounts during non-work hours. Personal social media accounts should not be used to release official college statements. Use of the MSC logo on personal social media accounts must follow branding guidelines. It is acceptable to repost items MSC has released through official channels. MSC does not actively monitor personal social media, but posted content is public and subject to review in accordance with employee policies. As an esteemed member of the college and local community, please keep your social media posts clean, positive and of the highest standards.

Social Media Guidelines

These guidelines apply to anyone involved in creating, contributing to or distributing information pertaining to Murray State College via social media channels. These communication platforms can connect us with targeted audiences and that connection comes with its own set of responsibilities. Anyone who formally communicates on behalf of any college organization or department is responsible for understanding and following these guidelines as they relate to personal and professional usage of social media accounts. Failure to do so may damage the college's image and reputation and hurt others associated with MSC. Misuse of social media may also impact your status as a college employee. Please become familiar with the official MSC Code of Conduct as it relates to public information and college expectations.

Introduction

Social Media channels are powerful tools that assist with branding and communication for organizations. When used properly, social media has the ability to promote and enhance professional reputations. Murray State College participates on a number of social media sites to communicate with and receive feedback from students, potential students, parents, faculty, alumni and community organizations.

Official social media accounts for Murray State College (MSC) include but may **not be limited to**:

- **Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram, Pinterest, Snapchat**

The MSC Communication and Engagement Office is available to assist in your social media efforts. Please contact Cole Hackett at Extension 122 or chackett@mscok.edu for help. As technology changes, our social media guidelines will follow suit. We encourage feedback and suggestions.

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Protect confidential and proprietary information

According to FERPA, employees must follow federal requirements to protect confidential information. Do not post confidential or proprietary information about MSC, its students, employees or alumni. Do not include any personally identifiable information that can be used to locate someone offline. Do not post private information of a third party (or your own in most cases), including addresses, phone numbers, email addresses, student IDs, or Social Security/credit card numbers.

This is Us - protect the institutional voice

Social media posts should protect the institutional voice by remaining professional in tone. No department should construe its social media as representing the college as a whole. Posts may reflect the department, but should match the college's social media tone. Viewers may include faculty, staff, students, prospective students, employees, donors, alumni and other visitors. As with all MSC communication efforts, we work to convey a positive image. Social media is no exception. If you cannot answer a question posed on social media, please determine best department for reply or contact Communication and Engagement.

Transparency matters when engaging an audience

Give your audience a reason to follow or engage with you. Always make sure you are honest about your identity and relationship to MSC. Be sure to state the purpose of any site or page created. When posting as an individual on social media platforms, honesty is always the best policy. Use your real name rather than a pseudonym or anonymous post. If you have a personal or professional interest in a topic you are discussing, acknowledge this from the beginning.

Keep Your Engagement Clean and Tasteful

The First Amendment is always of great importance, but it does not protect an individual from losing his or her job over a lack of proper conduct as displayed in person, in print or on social media.

Obscenity in the form of sexually explicit photographs of employees (including yourself) is not appropriate and may be cause for termination. Do not share obscene content in the form of language or photography from any account that is linked to or identified with Murray State College. If the reputation of the college is compromised by your actions, employment may be terminated. It is the responsibility of administrators or managers of a site or page, to monitor for such content and remove as soon as identified.

The U.S. Supreme Court established the test that judges and juries use to determine whether matter is obscene in three major cases, including *Miller v. California*, 413 U.S. 15, 24-25 (1973). The three-pronged *Miller* test is:

1. Whether the average person, applying contemporary adult community standards, finds that the matter, taken as a whole, appeals to prurient interests (*i.e.*, an erotic, lascivious, abnormal, unhealthy, degrading, shameful, or morbid interest in nudity, sex, or excretion);
2. Whether the average person, applying contemporary adult community standards, finds that the matter depicts or describes sexual conduct in a patently offensive way (*i.e.*, ultimate sexual acts, normal or perverted, actual or simulated, masturbation, excretory functions, lewd exhibition of the genitals, or sadomasochistic sexual abuse); and
3. Whether a reasonable person finds that the matter, taken as a whole, lacks serious literary, artistic, political or scientific value.

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Sometimes, you just have to say no

If you are concerned whether posting something is appropriate, just say no. Take a minute to review these guidelines again and modify your approach accordingly. If you're still unsure, discuss concerns with a supervisor or consult the MSC Communication and Engagement Office. Ultimately, what you publish is yours, as is the responsibility. **Remember that the college's alcohol and drug policies apply online.** Do not post content or images involving the use of these substances.

Let's talk about it

Digital media initiatives should be created to share information and build relationships. Talk to your readers like you would talk to real people in professional situations. It's okay for your comments to reflect your own personality and to say what's on your mind. Try to engage with content that invites a response and encourages comments. You can also broaden the conversation by citing others who are posting about the same topic and allowing your content to be shared. Make sure you post in ways that easily enable sharing. Your level of participation will determine the level of success of your site.

Respect others

Treat others as you would like to be treated. Keep in mind everyone is entitled to his or her own opinion. Maintain a level of respect for others and their viewpoints. Do not make fun of or bully others. When disagreeing with others' opinions, be polite. MSC is known for its friendliness and this should be reflected in our online efforts just as it is in our personal interactions. Remember that you are speaking on behalf of the college and your area.

As an at-will employer, Murray State College does not have to establish just cause for terminating employees. While federal and state laws do prohibit employers from terminating workers for reasons having to do with race, religion and gender, there is no protection for social media activity that reflects negatively on the operations or reputation of the college. The National Labor Relations Board (NLRB) has taken the position that workers may put their jobs in jeopardy if their social media posts embarrass or otherwise disparage an employer. This extends to posts intended to harass or bully other MSC employees. Political statements in general statements must not include tirades meant to harass those with differing political or social views, especially coworkers.



Please see the following Social Media Overview for specific information to assist in your use of social media as an employee of Murray State College. **Questions regarding social media as a tool for outreach and engagement may be directed to the Office of Communication and Engagement. Questions regarding social media use as related to employment or personnel issues may be directed to MSC Human Resources.**

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Social Media Overview

Social Media Overview

This overview applies to any social media account that officially represents Murray State College at any level. It also applies to any social media account operated by students or employees that is used in reference to the college or attempts to appear as if sanctioned by the college. When posting, respect all copyright and intellectual property laws. Site Administrators may not redirect visitors to a private or personal site from the original MSC social media site.

MSC Emergency Communication Guidelines for Social Media

MSC will use @MurrayStateOK to deploy emergency messages. In the case of an emergency, managers of affiliated MSC social media channels should share or retweet the emergency message exactly as posted by @MurrayStateOK. Managers of MSC social media channels should not post their own emergency updates or versions that differ from what is posted on @MurrayStateOK or reinterpret, or delete language used by @MurrayStateOK.

Registration and Administration

To view a listing of all social media accounts registered with the MSC Communication and Engagement Office, visit mscok.edu at Home/Administration/Communication/Social Media Directory. New social media sites created to represent college departments must be approved by department managers and the MSC Communication Coordinator. These sites may only be created and administered by authorized representatives of MSC. Students may not be named as page administrators for pages other than student clubs and organizations. MSC departments with existing social media sites must register their sites with the Communication and Engagement Office if not already registered. Registration includes name and contact information of the individual site administrator and site account information. The MSC Communication Coordinator account (Murray Aggie) must also be set up as an administrator of Facebook accounts and provided the account login information for all departmental social media accounts. Although Communication and Engagement will not actively engage in maintaining department sites, this designation enables proper tracking of social media sites and access in the event of unavailability or departure of the site administrator. The site administrator must maintain security of site login credentials and is fully responsible and accountable for all use.

As space allows, please Post This Message On College-Affiliated Social Media Sites

MSC welcomes all visitors to become fans and to engage with MSC and others through our social media channels. We ask participants in this dialog to be respectful to others and to MSC. Posts containing personal attacks, profanity or other offensive material are prohibited. Posts may not be made to solicit funds or promote non-university related entities. We reserve the right, at our discretion, to edit or remove any post or to revoke a user's privilege to post as soon as made aware of negative activity. Opinions expressed by others are not necessarily those of the college or its employees and administration. All content posted by MSC is property of the college and is subject to copyright laws.

Social platforms open a portal for communication

You must be prepared to respond as well as proactively engage with your audience to maximize the impact of online efforts. Each site, page or account should have a member designated as administrator, as well as a succession plan should that person leave. These responsibilities should be reviewed on an annual basis to ensure coverage and avoid inactive sites. College social media sites should not be used for commercial purposes. Posts that attempt to solicit non-university related business must be removed. Posts containing personal attacks, profanity, nudity, hate speech, references to alcohol or illegal material are prohibited, must be removed, and could result in removal of privileges and/or termination of employment.

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Privacy

When managing social media sites, review the settings to determine what information is being disclosed and adjust accordingly. Do not share personal information about others. You must protect every site for which you are responsible. Passwords should only be shared with those who will manage the site or are responsible for overall effort. In all cases, one group/departmental administrator and the communication coordinator should have access to make administrative changes. Every social media platform should be part of an overall effort, beyond simply sharing information. Let the following guide you in these efforts:

Identify the purpose

Your creation of or engagement on any site should have an identified purpose. The information you provide should be unique and specifically support the stated objectives of your group. Strive to be a valuable resource to your audience.

Have a plan

Creating an online presence takes time and dedication. Make sure you have a plan and follow it for the most effective use of your time and to achieve your objectives. Try to post at least once each business day, but don't post solely because you feel you need to. Make sure your content is meaningful and do not post excessively. Your platform is only as good as your last post. The college uses multiple platforms to monitor all social media related to MSC.

Determine your voice

When crafting content, remember that you are speaking on behalf of an organization or department. Remain professional in tone, but allow your personality and voice to carry over. Model your writing to fit these descriptors: friendly, caring, passionate, helpful and mindful. Write in first person when possible (e.g., We would love to help you find what you are looking for). Make sure you have all facts straight before making posts and double check for spelling or grammatical errors.

Facebook

Facebook is the most dominant media outlet for some, but Twitter and Snapchat are preferred by younger audiences. What is the difference between a Facebook Fan Page and a Facebook Group?

- **A Facebook Fan Page** is effective for reaching a broad audience of people, while promoting your department/organization's events, photos, videos and other information. Consistently updated pages are highly valued by your audience.
 - Make sure to name your page "Murray State College _____" and fill in the blank. This helps ensure consistency in branding and allows Facebook users to easily find all MSC-associated/affiliated pages.
 - "Like" other MSC-affiliated pages and "share" their content with your audience. To reach an audience, people have to like and share pages. Accumulating Facebook likes can be difficult, but the best way is when other pages promote your content. Keep an eye out for other MSC pages and encourage them to do the same for you.
 - Post at least one piece of content each week, whether that be a photo, creating an event, a status with information, sharing relevant content etc.
 - Register your site with the MSC Communication Coordinator and follow requirements.

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- **A Facebook Group** gives you complete control of its members, making it the best option to reach a select group of people. There are three options for groups: **Open, Closed, and Secret**. An **open group** is visible to all Facebook users, and anyone is allowed to join the group. A **closed group** is visible to everyone, but you may become a member by invitation only. A **secret group** is not visible to others, and is by invitation only. Do not trust that information posted in a closed or secret group will remain as such. Do not post information you do not expect to be shared.
 - Groups offer a distinct advantage over pages. Rather than posts going to the news feed (like pages), every member of the group is sent a push notification. *A push notification is an automated message sent by an application to users even when the application is not technically “open.”*
 - When creating a group, members are added automatically. However, those members can choose to opt out of the group or turn off notifications.
 - Open groups would best serve a continually changing group of people (like a future class of MSC).
 - Closed groups should be considered by organizations to communicate internally (e.g., student government, class projects, or social clubs).
 - Secret groups don’t serve any function for public uses.
- Visual elements such as photographs and video increase the chances of your followers seeing content. While text alone could become successful given high engagement through comments and likes, adding visuals helps significantly by increasing duration in the news feed.
- **Photo Dimensions:**
 - Profile photo: 160 x 160 (pixels)
 - Page and Group cover photos: 851 x 315 (pixels)
 - Event cover photos: 714 x 264 (pixels)

Twitter

Twitter is heavily used by those in their teens, 20s and 30s. While Facebook reaches a broad range of people using elongated content, Twitter is meant for quick information, and can link to external Web pages.

- Your message is limited to 280 characters.
- Many ways to engage with others:
 - Reply to someone else’s tweet using “@ + user.” Your reply will appear on your Twitter feed.
 - Retweeting (e.g., “sharing” on Facebook) is a great way to engage with students and others.
 - Directly message a user (private).
 - Make a tweet a “favorite” (essentially “liking” on Facebook).
 - Create hashtags, which are keywords following a “#.” Users can click on/search hashtags to view similar posts.
- When creating hashtags, make sure to coordinate with other content creators for consistency, or create a unique hashtag that isn’t already in use.
- Twitter is a great way to share time-sensitive information with your audience.

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LinkedIn

Essentially a Facebook for connecting with business professionals and networking, we encourage everyone to use LinkedIn on an individual basis. However, there are a few exceptions in which LinkedIn could prove useful for a collective group.

- LinkedIn groups could be useful in seeking/providing student internships and post-graduation jobs. MSC Communication and Engagement administers a LinkedIn College/University page. Feel free to list MSC as your place of employment on your personal LinkedIn account.

Tumblr

Blogging is not an encouraged medium due to its long-form delivery. Attention spans are growing shorter and shorter when it comes to Web. Only pursue blogging if you can commit to the time it will take. If you feel like blogging, Tumblr accounts offer a variety of content. Use hyperlinks and integrate your blog to other social media and the MSC website

- Enable comments and be interactive
- Write with an active voice

Instagram

With Instagram, people can share photos and 15-second videos. Photos can also be altered and edited with filters. Instagram offers many ways to communicate with others.

- Instagram is owned by Facebook, and the accounts can be linked together. However, we suggest posting only one out of every five Instagram photos on Facebook to avoid redundant content.
- Instagram allows comments and hashtags as well.
- The best way to gain followers is to interact with others. Search hashtags that relate to your area and “love” relevant pictures, comment, or repost.

YouTube

- Use lists and bullet points. Make your writing easier for the reader to read and scan
- MSC has an official YouTube channel where we host MSC-related videos. Please send videos for submission to chackett@mscok.edu. Once uploaded, we will send the link back to you for sharing on social media.

MSC Hashtag Appendix

This is only a small sampling of hashtags currently used on MSC-affiliated social media sites. If you use others, please contact Cole Hackett so he can record and share.

Murray State College: #mscok; #AggieProud; #FromHereGoAnywhere; #proudtobeMSC

Murray State College baseball: #LetitLoose

Murray State College online: #MSCokOnline

Murray State College soccer: #MSCSoccer

Murray State College basketball: #MSCbasketball

Handle on Twitter: @MurrayStateOK

Helpful Information for Privacy of Social Media Users

Why do you need to check your privacy settings?

Compiled and presented by Jimit Bagadiya, co-founder and CEO at SocialPilot

The photos and content uploaded to the social media platform are not always secure. Therefore, it is vital to learn and understand how to use the privacy features social media sites have to offer.

Each social media platforms has its own settings and some are more complicated than others. Information below will outline privacy settings for Facebook, Twitter, LinkedIn, Pinterest, and Instagram.



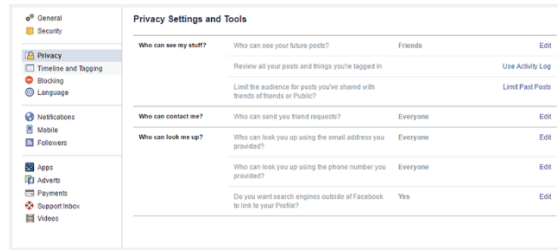
Privacy tab, your profile, and photo settings are three places to set privacy settings. Let's take a look.

1. Facebook Privacy Tab:

You can access the privacy settings by clicking the down arrow in the right portion of your Facebook.

Simply click on the settings and then select "[Privacy Settings](#)" from the list of options. First of all, change the default setting on your post under "who can see my stuff?" There you can share the things with the public or with friends. You can also manage the privacy at the time you post on your timeline by using the *audience selector*. This control "remembers" your changes, so future posts will be shared with the same audience unless you change it.

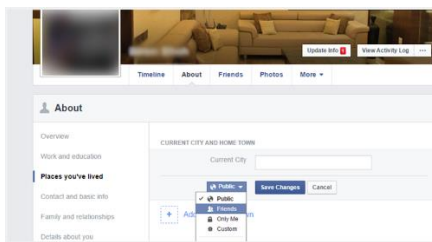
It has also a feature that many people don't know about. It is the capacity to limit the audience for old posts on your timeline. For example, let's say you were posting publicly every time on [Facebook](#) and you want to improve your security. Click the [Limit Past Posts](#) button. As a result, the content on your timeline you've shared with friends of friends or public will change to friends. However, there may be people who have already expressed interested in the post. Those who have liked, commented or been tagged in them may still see the post as well. Additionally, you have the option to individually change the audience of your posts. Just go to your post that you want to change and choose a different audience.



There are few other things you can adjust, such as choosing who can send you a friend request. Also, you can determine who can look you up. This includes your personal information like an email address and phone numbers used to find you. Moreover, if you want to adjust who can tag you and who can see what content you are tagged in, go to "Timeline and Tagging".

2. Facebook Profile Settings:

Next, you must update your privacy settings on your Facebook profile. Go to your profile and click on "About". Here you will see your basic information. You will see various sections like work, education, contact, family and relationship, life events and so forth. In each section, you will find a number of items in it. Each item has a privacy setting. If you want to make necessary changes, you need to click the edit icon on the right side of each section and choose who can see the information public, friends or custom.

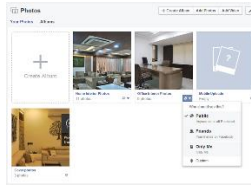


Here you can customize each section within your profile, so your privacy is set to your comfort level. For example, if you want your work and education publicly known or if you want to hide your contact and basic information, you can set according to your requirement.

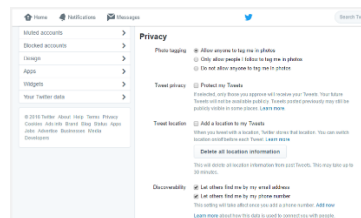
3. Facebook Photo Settings:

At last, adjust the privacy settings for the photo section. You can set your photo setting in a two ways. The first is by album and the second is by an image. If you upload photos into an album directly, click the audience on the bottom right side of the album to set privacy. For albums with images you have uploaded

individually, you need to click each image and enter the privacy setting there.



Twitter's privacy settings are very simple. Either you have a private account or you do not. By default, the "protect my tweet" setting is off. Respectively, this setting allows *everyone*, whether it is your follower or anyone searching Google, to see your tweets. Hence, to change the privacy settings on your Twitter account, go to your setting menu. Just click [security and privacy](#) below the account option on the left side of the screen. Select "Protect My Tweets" if you want to approve each follower instead of allowing everyone to read your tweets.



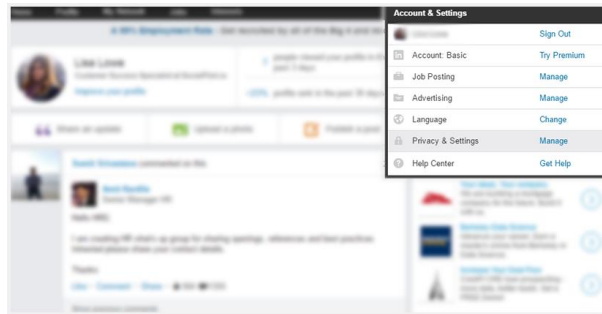
In addition, Twitter gives the option to add a location to your tweet. When you tweet with the location, Twitter stores that location. You can change the "location on/off " before each tweet. Also, you can also decide whether users can find your [Twitter profile](#) with your email address or your phone number. After you have made any changes, make sure you click the save changes button at the bottom.



LinkedIn's privacy setting is little different from Facebook and Twitter. Still, you have some choices. To change your privacy, scroll over your setting buttons in the top right corner and select [privacy & settings](#).

There are many privacy settings here, however most deal with how your information is shared on the [LinkedIn](#).

If you want to decide which information people can see on LinkedIn, click "edit your public profile". In order for you to keep all of your connections private, deselect everything.



You can also make other changes under privacy control includes who can see your activity feeds, your connections, unfollow, block people and much more. Simply click the link of the setting you want to change and make the proper adjustment. Most importantly, make sure you save your changes before you navigate away.



Pinterest is also a user-friendly site in [terms of privacy](#). Pinterest wants your pins to be visible to other users so you can get the most advantage from the site. People want to find your pins to re-pin and share them.

1. Search Privacy:

If you don't want your pin to show up in searches, you can easily change this setting. To make necessary changes, on the right side of your profile go to ["Setting"](#), and click on the "Account" setting. Here you will see many elements. You need only to click on "Account Basics", find the "Search Privacy" option and then select "Yes" if you want to hide your profile from search engines.

2. Secret Boards:

If you really want to keep some pins only to yourself, you can create a secret board. To create a secret board, go to your profile. Next under the "Create Board" option you will find an option to create a secret board. Next, simply click the plus (+) symbol to create a new secret board. If you create a secret board, only you and people you invite can see anything you post to it. Here you can create as many secret boards as you want. The only thing that is required is to add a name for your board, description, categories and so on.

Note:

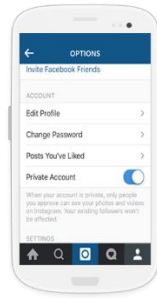
You can change the secret board to public but you can't change a public board back to secret. To go public just select the secret option to no. Change it to public and it becomes public forever.



Instagram

Just like Twitter and Pinterest, Instagram's privacy settings are much simpler. By default, everyone can view your profile and posts and tag you in photos as well. However, you *are* able to make your posts private so that only your approved followers can see them.

[Instagram](#) is a mobile-based networking tool. The desktop site has limited features and you cannot edit the privacy of your image there. Therefore, you will have to use the mobile app for changing the privacy settings. Go to your profile page by tapping the user icon on the bottom right of the navigation menu. Tap edit your profile and scroll down.



At the bottom side, you can change the private account on and off. If you set private then only your users can see your photos. Even though you switch to a private profile, your current followers stay the same. In addition, if you want to block a particular follower, find that user's profile click the settings button. It is located on the top right corner of the page. Lastly, tap to block a user.

Even if you have a private post and you "like" a public post or comment on a photo or video that a public user has uploaded, it is *still* visible to everyone. Also, you have the ability to remove yourself from a photo in which you were tagged. This comes in handy if you find yourself tagged in a photo you do not want to be tagged in for professional reasons.

