

## **Barclay College Social Media Policy**

Barclay College recognizes that social media sites (such as Facebook, Twitter, YouTube, LinkedIn, Instagram, and other sites) are an important and powerful tool to connect and communicate in a meaningful way with others.

### **A. Objective of Barclay College Social Media Sites:**

Barclay College uses social media sites to extend the college's reach and influence online by connecting and building relationships with key audiences, such as prospective students, current students, donors, and alumni.

### **B. Management of Barclay College Social Media Sites**

- The Barclay College Marketing Department has responsibility for all social media sites that are related directly (OFFICIAL) or indirectly (RECOGNIZED) to Barclay College and use its name or a variation of its name in the handle.
- The Barclay College Marketing Department has responsibility to establish and enforce policies for all Barclay College Official and Recognized social media sites.
- Students who work on Official sites must sign a document that says they have read and will abide by the Social Media policy. Students are only given restricted access from the Marketing Department.

### **C. Official sites**

Official sites are managed directly by the Marketing Department. Additional official social media sites may be added at a later time after careful consideration of constituent demographics, staffing resources and other factors.

Official sites include:

#### **Facebook**

Barclay College <https://www.facebook.com/BarclayCollege/> (Kaleigh Smallbeck, Casey Roberts, and Kathy Wiebe)

#### **Twitter**

@BarclayCollege (Kaleigh Smallbeck and Casey Roberts)

#### **Instagram**

@BarclayCollege (Kaleigh Smallbeck and Casey Roberts)

**Blogs** (posted to Barclaycollege.edu)

**YouTube** <https://www.youtube.com/c/BarclayCollege/featured> B (Casey Roberts, Kaleigh Smallbeck)

### **D. Recognized Sites**

Recognized sites are managed by a department, program, or organization related to Barclay College and which uses its name (or variation) in its handle. While these sites or blogs will be maintained and monitored by the appropriate department or group, they are required to follow the Barclay College Social Media Policy and Guidelines.

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It is strongly suggested that students working with Recognized sites be given access via posting tools rather than giving them the account email/password credentials.

The Marketing Department regularly monitors Barclay College Recognized social media sites through visits to the sites and the use of social media monitoring software. Any postings, comments or images that violate college policies will be brought to the attention of the owners of college Recognized social media sites.

Recognized sites as of 11/02/2020

### **Facebook**

Barclay College Online <https://www.facebook.com/barclaycollegeonline/> (Sarah Easterwood)

Barclay College Alumni <https://www.facebook.com/BarclayCollegeAlumni/>

Barclay College - Graduate Program <https://www.facebook.com/BCGradProgram/> (Sarah Easterwood and David Mabry)

Kaleo Academy <https://www.facebook.com/kaleoacademy/> (Katy Moran)

### **Twitter**

@BarclayMen (Shane Shetley)

@BarclayWbb (Scott Post)

@BarclayAthletics (Shane Shetley)

@BearsRecruiting (Scott Post, Kaleigh Smallbeck)

@KaleoCalling (Katy Moran)

### **Instagram**

@BarclayCollegeOnline (Sarah Easterwood)

@BarclayAthletics (Shane Shetley)

@BarclayCollegeWbb (Scott Post)

@KaleoCalling (Katy Moran)

### **YouTube**

Kaleo Academy <https://m.youtube.com/channel/UCjAZBHqD-c13J07Xwy2Kzmg> (Katy Moran)

## **E. Starting a new recognized site**

Departments, programs, and organizations are required to contact the Marketing Department to establish a new site or blog that is associated with Barclay College in order for it to become a Recognized site.

## **F. Barclay College personal employee or personal student pages**

All students and employees are charged with the responsibility of presenting themselves and their college to the public in the best possible light. Conduct that tends to bring reproach upon the name of Barclay College will be dealt with at the discretion of the Administration. Willful, intentional harm to the College or its people is prohibited. Social media platforms require responsibility and discernment by participants, and participants should use great care to not libel the College or others, remember that information on the

internet is available for public consumption, and it does not have an expiration date. Any form of bullying, sexual harassment, discrimination, and abusive behaviors will not be tolerated by the College.

### **Barclay College Social Media Guidelines.**

1. All Official and Recognized Barclay College social media sites must follow all relevant Barclay College policies regarding privacy, personnel, records, etc. These include, but are not limited to:
  - Confidentiality section of the Employee Handbook.
  - Students: Public criticism pg 38
  - Marketing Logo and Graphic GuidelinesPosts, comments and images are ultimately the poster's responsibility. Participation on behalf of Barclay College in the social media environment is an opportunity, not a right.
2. **Official and Recognized social media sites** should develop a message and management strategy. Be sure your site supports the mission of Barclay College and your group. Determine who will manage and monitor the site and respond to followers. Be realistic about the time commitment involved.
3. **Official and Recognized social media sites** should actively maintain their social media community. Post fresh content at least one to two times a week and actively engage users. Do not let the site go inactive, as non-activity reflects poorly on the College.
4. **Act professionally at all times** when engaging online on behalf of Barclay College. Assume that you are representing Barclay College when you use any social media channel and choose to identify your affiliation with Barclay College. Social media tends to blur the line between professional and personal relationships. Use privacy settings to restrict personal information on public sites and be thoughtful about the information and photos you choose to upload.
5. **Respect your audience**, Barclay College, and your coworkers. Comments or postings should be meaningful and respectful. Don't spam and don't make remarks that are off-topic or offensive. When you disagree with someone else's opinion, be appropriate and polite. Remember that Barclay College's founders placed a great value on human worth and equality for all and believed men and women should be guided by the principles of justice, mercy, peace, compassion, love, and respect.
6. **Social media is a conversation.** Talk like you would talk to someone else. Use first person when writing, and avoid "composed" language. Encourage comments.
7. **Don't tell secrets.** Do not share confidential or inappropriate information about students, prospective students, faculty, staff, vendors or others affiliated with Barclay College. Avoid discussing or speculating on internal policies or operations.

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8. **Be honest and transparent** about your relationship with Barclay College when posting content or making comments. Never hide your identity if you are promoting the College through social media.
9. **Be accurate and check your facts** before you post. If you do make an error, correct it quickly and visibly to earn respect from the online community.
10. **Be sure information is appropriate** to all users and stays on topic. Think through whether the information will be of interest to everyone. Excessive self-promotion or sales-type postings are viewed negatively by users, and abusers will be banned from Barclay College social media groups. Barclay College bloggers are strongly encouraged to stay on topics related to the College and the blog's purpose. Any off-topic posts or personal information is better suited to the poster's personal social media pages.
11. **Respect copyright and fair use laws** when referencing someone else's work and provide credits or links when appropriate.
12. **Never post anything you wouldn't want someone else to see.** Even though you may delete or remove a post or comment from your page, other people may have kept it on their pages.

## **Contacts**

Contact the Marketing Department to create a new social media site or blog or to register an existing site or blog that is affiliated with Barclay College. Also contact the Marketing Department for any significant issues of concern that arise on an affiliated site or blog.

## **Review**

The Marketing Department will review the policy annually for updates.