**College of Environment and Design
SOCIAL MEDIA POLICY**

Adopted October 2015

To align and comply with the University of Georgia’s social media policy, CED has established a college-wide social media policy.

For the purposes of this document, "social media" is defined as any web-based tool used to communicate with, solicit feedback from and share resources with the public, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs, and photo-sharing sites such as Instagram. CED policies related to social media may change as technologies evolve. Traditional websites maintained by CED are not considered social media tools and thus are not affected by this policy.

Please note that [UGA's Social Media Guidelines](http://publicaffairs.uga.edu/index.php/site/policy/social-media-guidelines)supercede these policies.

**General Guidance**

* Only representatives of CED that have been given permission or assignment should set up or administer social media accounts on behalf of CED. Before establishing any official social media account for the college, the representative must speak with the Director of Website/Social Media, who will consult administration for approval as needed.
* Designated social media representatives are responsible for:
	+ Understanding and adhering to college policy and university guidelines related to social media;
	+ Understanding the goals of the college's social media initiatives;
	+ Upholding the providers' Terms of Service and Community Standards;
	+ Maintaining and updating their organization's social media channels on a regular basis;
	+ Ensuring that all social media channels are appropriately and correctly branded according to college guidelines;
	+ Communicating with the Director of Website/Social Media about new social media accounts or changes to an existing account's administrator or type (for instance, changing a Facebook personal page to a group page); and
	+ Participating in social media training

Each official CED social media channel should have two administrators who are capable of logging into and updating the page/site.

* One of the administrators must be the Director of Website/Social Media.

The Director of Website/Social Media is responsible for the oversight and management of the college's social media efforts. Contact thebla@uga.edu for more information about policies and procedures.

**Professionalism**

You can be held legally liable for posts that are inflammatory, slanderous, discriminatory, threatening or that violate copyright or intellectual property laws. You can expose the college and UGA to significant risk if your posts violate the law.

Additionally, the credibility of CED depends on social media administrators who are able to accurately, articulately and professionally represent the organization. The following guidelines will help administrators maintain professionalism while using social media.

* Faculty and staff personal Facebook accounts should have privacy controls set so that professional contacts and current students cannot see personal posts or information.
* It is discouraged that faculty and staff “friend” current students on personal/private accounts such as Facebook or Instagram.
* If you wish to support or network with students, please connect with them on a professional and/or public page such as LinkedIn.
* When posting on personal social media accounts, do not identify yourself as a spokesperson for CED or discuss sensitive information related to your job.
* Please make sure your credentials, position description, and/or experience with the College listed on any social media site is accurate and truthful. Have your supervisor or the Director of Website/Social Media check you as a backup.
* Do not post or allow others to post endorsements or promotions for commercial concerns or products, charitable causes or political groups.
* Links to non-CED sites and pages are appropriate as long as they are related to the programs or disciplines.
* When posting as an official CED administrator, refrain from voicing personal opinions about sensitive issues such as politics, religion or topics that inspire heated debate (e.g., immigration, healthcare reform, gay marriage, etc.).
* Keep in mind that the purpose of CED social media channels is to promote the college. You should be a “real” person with an authentic voice, but you should refrain from using your college accounts as a forum for your personal beliefs.
* Comments and posts made over social media channels by members of the community at large do not imply endorsement by CED or UGA and may be deleted if they do not relate to the programs of the college.
* Use common sense when posting on personal and professional social media accounts. Remember that:
* There is no way to thoroughly delete your posts – what you put on the Internet stays on the internet forever.
* Thanks to Google, your bosses, parents, and children have access to all of your social media accounts. Write posts as if they are your audience.
* If you have doubts about whether you should post something, you probably shouldn’t.
* Know when and where to get help when problems arise.

**Other Policies/Laws**

Anyone using social media at UGA should be aware that material published on these outlets may be subject to policies outlined in the UGA Human Resources’ Policies and Procedures, including but not limited to the Disruptive Behavior/Workplace Violence or the Conduct sections as well as any other applicable UGA policies or laws. Other UGA policies and documents that may govern the use of social media include, but are not limited to, the following:

* Use of Computers Policy: <https://infosec.uga.edu/policies/aup.php>
* Board of Regents HR Policy Manual: <http://www.usg.edu/hr/manual/>

Anything that would be deemed a violation of policies in a face-to-face or telephone communication would likely be considered a violation of those same policies if it took place within the social media environment.

Social media administrators must also:

Understand copyright and fair use laws; give people credit for their work and don't use images without permission.

Never pose as an expert on a topic; instead, provide links to expert sources.

Maintain confidentiality. Don't publish any personal information about students or minors; it's against the law. Be sensitive to projects others are working on. Be aware that posting details about unpublished research can jeopardize future patents.

Remember that all university policies related to anti-harassment, conduct, ethics, etc., apply to the online world. Specifically, CED social media efforts must comply with the following University System of Georgia Board of Regents' policies:

[Privacy and Security](http://www.usg.edu/business_procedures_manual/section12/C1449)

[Risk Management](http://www.usg.edu/policymanual/section7/policy/C1504)

[Ethics and Code of Conduct](http://www.usg.edu/audit/compliance/ethics/)

[Intellectual Property](http://www.usg.edu/policymanual/section6/C352/)