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# SOUTHEASTERN

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## L O U I S I A N A U N I V E R S I T Y

### Social Media Policy

#### Section I: Social Networking on Southeastern's Campus

Southeastern Louisiana University has embraced the use of social media as another means to communicate with those interested in learning more about the University. As a result, this policy has been created to provide guidance when using all social media associated with the University, including those listed below.

 <http://www.facebook.com/southeastern>

 <https://twitter.com/oursoutheastern>

 <http://www.youtube.com/southeasternvideo>

<http://instagram.com/oursoutheastern>

#### Section II: General Guidelines for Personal and University-Authorized Posts

The guidelines below are general recommendations that should be followed by anyone posting on a social media site, whether they are personal posts or posts on behalf of the University.

**Be truthful about who you are:** Post as an individual, not as a representative of Southeastern Louisiana University. You may denote that you are an employee or student of Southeastern but, unless given specific authority to do so, may not state that you speak on behalf of or for the University.

To make this point clear when posting opinions on social networks, it is suggested

that you post a disclaimer, such as the following:

*The (following/preceding) text represents my personal views and does not necessarily represent the views of Southeastern Louisiana University.*

**Never post under an assumed or stolen name:** Use your real name when posting. Using an “undercover” alias or someone else’s profile to keep yourself hidden in order to make inflammatory statements is not a good practice and shows that you do not want to stand behind your statements.

**Be civil:** Discussions, even heated discussions, need not degrade into name calling laced with profanity. Postings using such language or posting defamatory messages reflect poorly on the messenger and can be harmful to the recipient.

**Exercise good judgment in what you post:** Once your words or images are posted to a social media site or service, they can be passed around from person to person ad infinitum and will last forever. Before you post something, make sure it will not have negative repercussions.

**Respect confidentiality – especially with students:** Once posted, there is no such thing as confidentiality. The best policy is to not post anything you believe is to be held in confidence.

**Be aware of your words and the law:** Slander and libel (false or unjustified injury of the good reputation of another in speech or in writing) laws extend to the Internet as well as into the social networks as do a myriad of laws covering divulged trade secrets and other legal matters. Err on the side of caution if you are uncertain of legal ramifications.

**Be professional:** Employees should avoid making even generic negative statements about the institution, its students or other groups of employees.

**Photography/copyright:** Copyright protection of personal images, text and other intellectual property extends to the Internet and must be respected. Just because an item is easy to download and repost does not mean that it may be done. As a rule of thumb, to avoid any copyright infringement, ask and receive permission before reposting any image or text found on the Internet or create the image or text yourself.

**Protect your information:** Posting information about where you are, when you will be away from home, or what new high-priced electronic items you just purchased can attract online and local thieves. Furthermore, posting a great deal of personal information can attract identity thieves. Be careful about what personal information you post.

### Section III: Additional Guidelines for University-Authorized posts

The following are guidelines to follow if your position allows you to post on behalf of Southeastern Louisiana University. Overall, be thoughtful about what you post and know your words will remain posted long after you write them.

**Notify the university:** Units that have a social media presence or would like to start utilizing

social media networks should contact the University's Web CMS Coordinator at [web@southeastern.edu](mailto:web@southeastern.edu) to ensure all profiles and/or pages meet university guidelines and related policies. All units should have a designated individual who is responsible for the unit's social media postings.

**Acknowledge who you are:** When officially representing Southeastern on a social media platform, clearly state your role, your department or office.

**Link back to the university:** Posts should be brief, providing the needed information and directing a visitor to related Southeastern web sites, as needed, for more information.

**Keep current:** Units should consider their messages, audiences, and goals, as well as a plan for keeping information up-to-date.

**Protect confidential and proprietary information:** Maintain confidentiality and proprietary information about Southeastern, students, employees, or alumni. Postings must follow applicable federal requirements (e.g., FERPA, HIPAA, NCAA regulations) and adhere to all applicable university privacy and confidentiality policies.

## Section IV: Usage of Southeastern Logos and Icons

Southeastern owns the rights to the use of its trademarked logos and marks. To strengthen the identity of the university, use of the logos or marks on accounts or pages that represent an official university program, department, or entity is allowed; however, the following standards should be adhered to if they are used.

### **The Name "Southeastern"**

In referring to Southeastern, the name "Southeastern Louisiana University" should be used on first mention. Use "Southeastern" on any subsequent identifications.

Never use the initials "SELU" on any officially-sanctioned Southeastern social media pages.

In no case should Southeastern's name, its marks or identity be used to promote a commercial product, cause, political party or candidate.

### **The Logo**

The construction of the logo may not be changed by an individual unit within the university. When enlarging artwork, care should be taken that the proportions (ratio of height to width) of the signature are not altered. It should never be altered, re-drawn, or augmented with additional type. It should only be reproduced from original artwork available from University Market and Communication and should use only approved Southeastern colors (<http://www.southeastern.edu/admin/umc/index.html>). Professional photography to help illustrate a department's profile or page is also available from University Marketing and Communication.

Any questions about use of logos or name of the university should be addressed to University Marketing and Communication ([umc@southeastern.edu](mailto:umc@southeastern.edu)).

**Do not use Southeastern logos for nefarious purposes:** Southeastern offers logos for profile pictures in order to show school spirit, not to sell a product or attack another school or to make inflammatory statements against another group. Use Southeastern logos for purposes that show the university in a good light.

## Section V: Links to Existing Southeastern Internet Policies

The following links are official Southeastern policies and as such should be seen as part of this Social Media Policy. The content contained in the policies identified below should be used to answer any questions not directly addressed in this document.

**Web Policy:**

[http://www.southeastern.edu/resources/policies/assets/web\\_policy.pdf](http://www.southeastern.edu/resources/policies/assets/web_policy.pdf)

**Harassment:**

<http://www.southeastern.edu/resources/policies/assets/harassment.pdf>

**Violence in the Workplace:**

[http://www.southeastern.edu/resources/policies/assets/violence\\_workplace.pdf](http://www.southeastern.edu/resources/policies/assets/violence_workplace.pdf)

**Copyright Policy:**

[http://www.southeastern.edu/resources/policies/assets/copyright\\_policy.pdf](http://www.southeastern.edu/resources/policies/assets/copyright_policy.pdf)

**Responsible Computing Policy:**

[http://www.southeastern.edu/resources/policies/assets/responsible\\_computing.pdf](http://www.southeastern.edu/resources/policies/assets/responsible_computing.pdf)

**Fraud Policy:**

[http://www.southeastern.edu/resources/policies/assets/fraud\\_policy.pdf](http://www.southeastern.edu/resources/policies/assets/fraud_policy.pdf)