

THE CITADEL
The Military College of South Carolina
171 Moultrie Street
Charleston, SC 29409

MEMORANDUM
NUMBER 7-4

19 August 2011

SOCIAL MEDIA

1. PURPOSE

The Citadel recognizes that social media sites have become important and influential communication channels in today's society. The purpose of this Memorandum is to announce The Citadel's policies and procedures for coordinating and maintaining The Citadel's official presence in social media venues, to provide policies for all social media sites, including personal sites, and to provide guidance for personal use of social media.

2. REFERENCE

18 USCA § 2511, *et. seq.*

18 USCA § 2701, *et. seq.*

18 USC §1030

Digital Millennium Copyright Act (DMCA), Pub. L. No. 105-304

S.C. CODE ANN. § 16-16-10 (1976)

3. DEFINITIONS

- A. *Social Media* refers to any technology-based network designed to facilitate social interactions in a virtual environment. Examples are, but not limited to, Facebook, YouTube, Flickr, wikis, blogs, Twitter, Digg and Reddit. These media allow the creation and exchange of user-generated material.
- B. *Social Media Administrator* is the person designated to manage and maintain a social media presence.
- C. *Administrator Privileges* refers to the access documentation that allows a social media administrator to log into and manage a social media presence.

4. POLICY

- A. *Policies for All Social Media Sites, Including Personal Sites*

- 1) **Follow current rules:** Citadel employees, cadets and students are expected to adhere to the same standards of conduct online as they would in face-to-face interactions. Laws and policies respecting contracting and conflict of interest apply online and in the social media context. Likewise, applicable policies and guidelines, including the *College Regulations*, the Blue Book, and Human Resources guidelines and policies, for interacting with students, parents, alumni, donors, media, all other Citadel constituents, and the public apply online and in the social media context as well.
- 2) **Confidential and proprietary information:** Do not post confidential or proprietary information about The Citadel, cadets, students, employees, or alumni. Employees must still follow the applicable privacy requirements such as FERPA and HIPAA, as well as NCAA regulations. Employees must also adhere to all applicable college privacy and confidentiality policies.
- 3) **Copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of The Citadel.
- 4) **Logos:** Do not use The Citadel's logos or any other Citadel images or iconography on personal social media sites. Do not use The Citadel's name to promote a product, cause, charity or political party or candidate.
- 5) **College time and property:** The Citadel's computers and time on the job are provided for Citadel related business as approved by supervisors and in accordance with Memorandum 3-2 Computer and Networking Use Policy.
- 6) **Terms of service:** Obey the Terms of Service of any social media platform employed.

B. *Institutional Social Media Comment Policy*

If you post on behalf of an official college unit, the following policies must be adhered to, in addition to all other policies and practices in this Memorandum.

- 1) **Acknowledge who you are:** If you are representing The Citadel when posting on a social media platform, acknowledge this.
- 2) **Link back to The Citadel:** Whenever possible, link back to The Citadel site. Ideally, posts should be very brief, redirecting a visitor to content that resides within The Citadel's web environment.

- 3) **Have a plan:** Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. The Office of External Affairs can assist and advise you with your social media planning.
- 4) **Protect the institutional voice:** Posts on social media sites should protect The Citadel's institutional voice by remaining professional in tone and in good taste. No individual Citadel unit should construe its social media site as representing the college as a whole. Consider this fact when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.
- 5) **Avoid off-topic comments:** Off-topic comments that are relevant to the department, organization or group please submit them directly to the group, not on a public platform such as social media.

C. *Recommendations for Personal Use of Social Media*

- 1) **Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the individual and The Citadel. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you would not make a statement at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact the Office of External Affairs.
- 2) **Strive for accuracy:** Verify facts before posting them on social media. Review content for grammatical and spelling errors.
- 3) **Internal policies and operations:** Avoid discussing or speculating on internal policies or operations.
- 4) **Be respectful:** Content contributed to a social media site can encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or The Citadel and its institutional voice. Do not post or approve comments that include:
 - a. Profanity or abusive language
 - b. Threats of physical or bodily harm
 - c. Sexual Harassment

- d. Sensitive information, *i.e.* information that could compromise public safety, intellectual property, or national security.
 - e. Offensive terms, *i.e.* language that targets specific ethnic or racial groups.
- 5) **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this fact before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
 - 6) **Use disclaimers:** Identify your views as your own. If you identify yourself as a Citadel faculty or staff member online, make clear that the views expressed are not necessarily those of The Citadel.
 - 7) **Photography:** Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing. Remember that the policies of the Office of External Affairs related to purchasing and using Citadel images apply online as well as in print.

5. COMPLIANCE

Failure to comply with this Memorandum may result in criminal prosecution, temporary or permanent loss of access to The Citadel's computing and network resources, revocation of the privilege of the use of Citadel facilities, and/or disciplinary action, up to and including expulsion for cadets and other students and termination for employees. Cadets and other students are not prohibited from using social media, but should exercise good judgment because actions or behavior made available through social media reflect on The Citadel and become information that may be used in a disciplinary proceeding.

6. NOTES

A. Dates of official enactment and amendments:

Approved by Director of Citadel Staff on 19 August 2011

B. Responsible Department:

Office of External Affairs

C. Responsible Official:

Director of Marketing

D. Cross References

Memorandum 2-2 Policy on Privacy of Student Records (FERPA)
Memorandum 3-2 Computer and Network Use Policy

7. RESCISSION

None

FOR THE PRESIDENT:

OFFICIAL

JOSEPH W. TREZ
Colonel, USA, Retired
Director of The Citadel Staff