

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

MEMORANDUM  
NUMBER 7-004

10 October 2017

**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: Any electronic communication or computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Examples include, but are not limited to: Facebook, YouTube, Flickr, wikis, blogs, Twitter, Digg, Reddit, Instagram, Snapchat, and Pinterest. These media allow the creation and exchange of user-generated material.
- B. Social Media Administrator: The person designated to manage and maintain a social media presence. Note that each department/office is responsible for its own social media pages, and is overseen by the Office of Communications and Marketing regarding the processes outlined within this policy.
- C. Administrator Privileges: 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 Family Education Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountability Act (HIPAA), as well as National Collegiate Athletic Association (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. Policy for Creating and Maintaining an Institutional Office or Departmental Social Media Site.

1. **Obtain official approval.** Before creating an official social media site which represents The Citadel and its related entities, obtain approval from the Vice President of Communications and Marketing.
2. **Designate official page administrator(s).** Institutional offices or departments must provide the Office of Communications and Marketing name(s) and contact information for those responsible for maintaining institutional office or departmental social media page(s). If administrator duties change hands, notify Office of Communications and Marketing promptly.

3. **Provide access to Office of Communications and Marketing.** Access to all social media pages must be given to the Office of Communications and Marketing. This includes, but is not limited to, administrator designations, login names, passwords, etc.
4. **Social media post removal.** The Office of Communications and Marketing reserves the right to remove any content deemed inappropriate and/or in violation of this policy from any institutional office or departmental social media account.
5. **Use The Citadel's Brand Toolbox.** Adhere to The Citadel's Brand Toolbox ([www.citadel.edu/brandtoolbox](http://www.citadel.edu/brandtoolbox)) in the creation and maintenance of all institutional social media sites.

C. 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.** If applicable, 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 Communications and Marketing 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. **Sharing official campus-wide news:** Posts should be shared from the main Citadel Facebook page ([www.facebook.com/thecitadel](http://www.facebook.com/thecitadel)). Example: Sharing The Citadel's U.S. News & World Report #1 ranking post directly from the main Facebook page onto your office's/department's as opposed to posting the link yourself.

6. **No personal beliefs:** Personal beliefs should not be posted to institutional office or department pages, including but not limited to politics, religion, or other matters of personal opinion.

#### D. 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, contact the Office of Communications and Marketing.
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, or
  - 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. Subjects in photos must give his/her consent to use their likeness. You must have permission to use any and all photographs that are not yours and give credit when applicable. 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 Communications and Marketing 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 the Vice President for Communications and Marketing  
10 October 2017.

Changes include: updated "Social Media" definition in paragraph 3A, page 1; spelled out acronyms in paragraph 4, sub-paragraph A2, page 2; added working hyperlinks where appropriate within document; changed references from External Affairs to Communications and Marketing within document; added recommendation to share posts on The Citadel's Facebook page in paragraph 4, sub-paragraph C5, page 3; and added additional cross references to paragraph 6, sub-paragraph D, page 5.

Substantive changes include: added requirement for official social media sites which represent The Citadel, must be approved by the Office of Communications and Marketing in paragraph 4, sub-paragraph B1, page 2; added requirements for sites to adhere to The Citadel's Brand Toolbox in paragraph 4, sub-paragraph B5, page 3; and added requirement for photo consent in paragraph 4, sub-paragraph D7, page 5.

### **B. Responsible Department:**

Office of Communications and Marketing

**C. Responsible Official:**

Director of Marketing

**D. Cross References**

[College Regulations](#)

[Blue Book](#) (for cadets)

[Memorandum 7 Regulations for Non-Cadet Students and Cadets in Day Student Status for Fall and Spring Semesters and All Students for Maymester and Summer School](#) (for non-cadets)

[Memorandum 2-2 Policy on Privacy of Student Records \(FERPA\)](#)

[Memorandum 3-2 Computer and Network Use Policy](#)

**7. RESCISSION**

Memorandum 7-4, dated 19 August 2011, and all previous versions are rescinded.

**8. REVIEW**

Review this policy on a biennial basis.

FOR THE PRESIDENT:

OFFICIAL                      //Signed, JLD, 10 October 2017//  
                                     JOHN L. DORRIAN  
                                     Colonel, USAF (Retired)  
                                     Vice President for Communications and Marketing