

Social Media Policy

As of July 2019

Owners: Systems Office Marketing and Communications

OFFICIAL COLLEGE ACCOUNT SOCIAL MEDIA CHANNELS

Ivy Tech maintains two types of college account channels. Main (all-campus) channels and campus-specific channels.

MAIN (ALL-CAMPUS) SOCIAL MEDIA CHANNELS

Ivy Tech All-Campus Channels

- Are managed directly by the Systems Office Marketing and Communications team
- Include posts that relate to any/all Ivy Tech locations
- Have a larger reach and following
- Must have their posts and campaign ideas submitted via Systems Office Marketing and Communications

Additional All-Campus Channels Notes

Marketing and Communications representatives for each campus work in advance with the Systems Office Marketing and Communications team to develop social media efforts to be used on the Ivy Tech main social media channels.

A few things to remember when developing/submitting an idea to be featured on main Ivy Tech social media channels:

- Not all posts and campaign ideas will be used – it is possible they don't fit with the scheduling plans already established by Systems Office Marketing and Communications
- Social media campaigns require time to build strategy and resources, so it is important to submit your idea with ample time for Systems Office Marketing and Communications to approve and develop your request
- Make sure your posts come with a call to action - this can be as simple as visit ivytech.edu or a more direct call for interaction
- Social media posts should always try and include an image and/or link whenever possible
- Prior to submitting an idea for a social media campaign, it's important to think of how the campaign could be changed to fit the audiences across the various social media channels
 - For example, how do you relay a message in less characters when taking something from Facebook to Twitter or in a visual appealing manner when posting to Instagram

CAMPUS-SPECIFIC SOCIAL MEDIA CHANNELS

NOTE: While campus-specific social media channels are allowed, they are not recommended by and will not be managed directly by the Systems Office Marketing and Communications team.

Ivy Tech Campus-Specific Channels:

- Are managed by the campus with marketing involvement
- Include posts that are specific to a campus/location
- Have a smaller location-based reach

Campus-Specific Guidelines

If you decide to have a social media account specific to your campus, it is recommended you follow these basic parameters:

- One account per social media platform (Facebook, Twitter, etc.)
- Minimum two admins for each account
- Training of admins must occur before launching the social media channel by Systems Office Marketing and Communications
- If a new account is created, you must share your account info (login info and admins) with the Systems Office Marketing and Communications team (this is for reference only, campus admins will be full responsible for management of their pages)
- Set process for adding/removing of admins when someone changes positions or leaves Ivy Tech

Any threat to a campus or an Ivy Tech representative received via social media must be reported to campus security immediately.

If you receive a direct message or post that shows or threatens abuse to a Minor, you are obligated by law to report this to your local police, and cannot share information about the post to any other Ivy Tech representative until after it has been resolved with the police.

Unless authorized, you cannot craft emergency notifications on behalf of the college and distribute via social media. You must respect copyright and fair use laws. When posting, be mindful of the copyright and intellectual property rights of others.

It is extremely important that any College-sponsored posting be truthful and accurate. Likewise, it is extremely important that all College postings are respectful towards its intended audience and the public in general.

The following content is prohibited on Ivy Tech-affiliated social media accounts:

- Lewd or indecent conduct
- Threat of physical harm
- Stalking
- Forgery
- Intentional disruption of College activities – including incorrect information
- Advocating or causing the damage of College property
- Discrimination
- Harassment (including sexual harassment)
- Use of campus accounts for personal/unauthorized monetary gain or promotion
- Intentionally malicious, defamatory, degrading or hateful material