

Cabrini University Social Media Policy

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Cabrini University Social Media Policy

The following policy provides Cabrini employees guidelines while using social networks both in a personal and professional capacity. If an employee is using social media on behalf of a Cabrini account, each department is responsible for the training, execution, and maintenance of their individual Cabrini social media communications. Due to the changing nature and rapid growth of social media, this is an evolving

document and meant to encourage discussion. Please send your suggestions, comments, or questions to socialmedia@cabrini.edu.

Please note: Cabrini University is committed to the principles of academic freedom. The University's social media policy is in no way intended to abridge academic freedom. Faculty and staff members may continue to use social media tools to support teaching and learning activities. It is encouraged to review this document and use it as a resource.

Overview of Policy

As a community of learners, Cabrini University values its employees and the talents that each person brings to the community. We seek to live the University's core values of respect, vision, community, and dedication to excellence in our work.

This social media policy will allow us to work effectively and in accordance with the University's mission. The goal of this document is to help the Cabrini community effectively use social media to share information and news related to the University.

Expected outcomes:

- *Strengthen and amplify Cabrini University's social media presence as a whole, including various constituent initiatives within the community;*
- *Provide constituents opportunities to connect, engage, and communicate with the University; and*
- *Serve as a resource to outline the recommended practices for engaging online as a Cabrini employee/faculty member.*

Questions to Ask When Using Social Media

When using social media either in a personal or official capacity, employees should demonstrate thoughtfulness, transparency, confidentiality, and take personal responsibility. Below are three easy questions to ask yourself to guide your social media use when posting both personally and on behalf of the University.

- Who will see this?
- Why do I want or need to post this?
- Could this post be misinterpreted?

Employees must comply with Cabrini policies when discussing Cabrini business via social media or in any position where they are identified with the University. Please review the appendix section of this document for those policies. Employees also should be sure to review the policies of the social media platform and are responsible to review changes to those policies.

Cabrini University Approved Social Media Usage

Cabrini uses social media to supplement and support traditional media and marketing efforts to

promote and build brand awareness. The University participates in social media as a digital forum to discuss topics related to Cabrini, its prospective and current students, alumni, programs, and events. The Offices of Marketing and Communication (as well as Public Safety and Residence Life) also utilize social media accounts as a messaging platform to communicate important information including emergency or crisis management.

Current Cabrini social media platforms include Facebook, Flickr, Instagram, Snapchat, LinkedIn, Pinterest, Tumblr, Twitter, Wordpress, and YouTube.

**** If your department would like to create a social media page on a platform that is not included in the official list, please view [Creating a New Cabrini Social Media Page](#) in Section 4 of this document.**

Official Cabrini University Social Media Accounts

- Facebook – [Cabrini University](#)
- Flickr – [Cabrini University](#)
- Instagram – [CabriniUniversity](#)
- LinkedIn – [Cabrini University](#)
- Twitter - [@CabriniUniv](#)
- YouTube – [CabriniUniversity](#)

Guidelines for Personal Use of Social Media

Be Transparent

Clearly state your relationship with the University when discussing related issues and topics on social media. Be thoughtful about your content and potential audiences, and be honest about your identity.

In personal posts, you may identify yourself as a Cabrini faculty or staff member. However, please be clear with your audience that you are sharing your views as an individual, not as a representative of Cabrini University. If you identify yourself as a member of the Cabrini community, ensure your profile and related content are consistent with how the University wants those associated with Cabrini to present themselves. This includes, but is not limited to, past posts or photos from before you started your position at Cabrini.

A common practice among individuals who write about the industry in which they work is to include a disclaimer on his/her site, usually on the “About Me” or “Bio/Profile” section. If you discuss higher education on your own social media site, we highly advise you include a sentence similar to this:

“The views expressed on this [blog, website] are mine alone and do not necessarily reflect the views of Cabrini University.”

This is particularly important if you could be perceived to be in a leadership role at Cabrini.

In the instance your post goes “viral” and is shared beyond your personal network, specifically on Twitter if your post is Re-Tweeted (RT), it may be found that the “About Me” disclaimer may not be enough and additional clarification in the post, or an additional post, is necessary.

Any press or media inquiries regarding the University should be referred to Matt Nestor, Media Relations Coordinator and Writer (610.902.8776/ mn10277@cabrini.edu). (contact updated 7/5/22)

Deleting Doesn't Mean It's Gone

Nothing on the Internet is ever completely gone, even if you delete your content immediately after posting it publicly or privately. If you post slanderous or offensive language or opinions on social media, they still exist even after you delete the original posts and can still be found via Google searches or archival search functions regularly used by other institutions and users. Unacceptable content or offensive and/or inflammatory language cannot be fixed by simply going back and deleting or editing the offensive content. For this reason, we strongly advise Cabrini staff and faculty to think before they post, and use their best judgment when creating or posting content online.

Best Practices:

The following are best practices that employees should utilize while using social media for personal use. Due to the evolving nature of social media, these tips are provided to protect both the employees and the University. Employees are encouraged to share Cabrini news and events on social media that are a matter of public record with his/her family and friends with the following guidelines in mind.

- Do not use the Cabrini logo, shield, watermark, or any other Cabrini marks or images on your personal online sites. Do not use Cabrini's name to promote or endorse any product, cause, or political party or candidate.
- The University encourages all employees to be thoughtful in their decisions to friend, like, link, follow, or accept a request from another person. It is important to recognize the mix between professional and private content on social media increases the risk for misinterpretation, specifically in faculty-student, supervisor-subordinate, and staff-student interactions.
- As the miscommunication may range from socially awkward to offensive, consider utilizing and updating custom privacy settings to keep personal posts and photos more private, or wait to friend or follow students once they have graduated.
- Please note: Faculty or staff members who are connected to students on social networks, are encouraged to contact the appropriate department(s) in the event of a questionable post. (Please view “Employee Action in Event of Social Media Incident.”)
- Do not post confidential or proprietary information about Cabrini University, its students, its alumni, or your fellow employees. Use good ethical judgment and follow University policies and federal requirements (see Appendix A). If an employee is unsure if the posting is public information, they should consult the Office of Marketing.
- Do not publicly share University-related internal documents and/or communications in a public forum. Employees should only repost and share information that is already available to the public in other public platforms (press releases, official University social media pages,

website content, etc.) If an employee is unsure if the posting is public information they should contact the Offices of Marketing and Communications.

- Share news from the original source when applicable (press releases, official University social media pages, website content). Linking straight to the information source is an effective way to ensure accuracy and help promote the mission of Cabrini University and build community.
- When using the copyright property of others (such as videos, images, photographs, or direct quotes), give proper credit to the origin or owner of such content.
- Cabrini has the right to dismiss any employee who posts (privately or publicly) threatening, hateful, and/or any type of information that puts the University, its students, or other employees at risk.

Employee Action in Event of Social Media Incident:

If you see an incident happening on social media, please refer to the following steps:

- If you believe someone is in danger, contact 911 and/or Public Safety immediately.
- If you see an incident that is not an imminent threat, take a screenshot or photo of the incident and immediately notify Public Safety and Student Life including the Marketing and Communications Departments.
- DO NOT directly contact the social media user or become personally involved.
- If discussing an incident online, Cabrini employees should refer to official Cabrini University communications (cabrini.edu and/or official University social media pages).
- DO NOT share or engage with social media posts that have not been confirmed or reported by an official Cabrini source.
- If any question arises to the propriety of any social media-related incident, please notify Public Safety and Student Life including Marketing and Communications.

It is important to note, if you see something discussed on social media that you would like more information on, please call or email your supervisor to obtain more information.

Guidelines for Social Media Use on Behalf of Cabrini

In addition to the individual guidelines above, please follow the guidelines below when you create or post to a social media site on behalf of Cabrini University (e.g., creating or posting on behalf of a Cabrini club or department page).

A strategy and a desired outcome should precede all departments' social media efforts. See Appendix B for a sample social media strategy worksheet, which will help you clearly define the goals and desired outcomes of your new social media account.

Creating a New Cabrini Social Media Page

1. When creating a new social media account, be sure it is included in the department's overall communication strategy.
2. It is most effective to have fewer, well-executed accounts than it is to have many accounts that are inadequately used. Not having a social media presence is less detrimental than having a social media presence that is not kept up with or not well done.
 - a. When considering creating account, answer the following questions:
 - i. What is the purpose of our account?
 - ii. Who is our audience (target demographic)?
 - iii. What does this audience want? What does this audience need?
 - iv. Do we have the content to sustain a long-term presence via social media?
 - v. Do we have someone able to commit a portion of his or her time (at least 1-2 hours per week) to maintaining our social media presence?
3. If you would like to create a social media page on a platform that is not on the approved platform list located on the first page of this document, please contact the Cabrini University Senior Digital Media Manager.
4. Each social media page should have at least one Cabrini representative with the time and resources to act as the page administrator. This University representative should be well versed on Cabrini's social media policy. The page administrator's social media activity on an official Cabrini page is the responsibility of his/her respective department. Please send account username and the representative's contact information to the University's Senior Digital Media Manager when a new page is created to ensure succession planning. (See [Managing a Cabrini University Social Media Page/Account](#) for more information).
5. Any social media account displaying the Cabrini University name and/or logo must do so with Cabrini's Mission and standards in mind. Any, student, alumni, faculty, or staff member using the Cabrini identity on social media found disrespecting the University's mission will be suspended indefinitely.
6. If you create a social media site on behalf of the University, use simple graphics that represent the Cabrini brand. Marketing and Communications can provide guidance with graphics and design. The [Cabrini Style Guide](#) provides information on logo permissions and standards. Please refer to the Logo Use section of the Cabrini Style Guide at cabrini.edu/styleguide.
7. All social media accounts related to Cabrini Clubs, Departments, and Organizations that may be independently run by students, faculty, or staff must still remain inclusive "public accounts" that anyone can see and must abide by all University policies.
8. To increase engagement and promotion of your page, please remember to tag the official Cabrini University social media pages within your posts when applicable.

- Twitter – @CabriniUniv
 - Facebook – @Cabrini University
 - Instagram – @CabriniUniversity
 - LinkedIn – @Cabrini University
9. The login and passwords for any official departmental Cabrini social media account are to be placed on file with The Senior Digital Media Manger in the Marketing Department. If the social media account is linked to a personal page and cannot be accessed through a separate login and password, for instance Facebook pages and LinkedIn groups, contact the University Senior Digital Media Manager at err43@cabrini.edu to grant the Marketing Department administrative access to the page or group.
- Please note that the Marketing department will not post or edit content on your social media accounts. Administrative status will only be used as a contingency plan in the event of the departure of the page manage and/or administrator unless otherwise notified.*
10. Cabrini reserves the right to edit, modify, remove, or delete any content, information, or material that violate our core values or these guidelines. Cabrini also reserves the right to delete or suspend club or department social media accounts.

Maintaining a Cabrini University social media page:

Be thoughtful – “Voice of the University”:

- Before composing a message that might be perceived as the “voice” or position of the University or a school/department, please discuss the content with your supervisor. If you have any question about whether a message you are crafting is appropriate to post in your role as a Cabrini employee, talk with your supervisor before you post.

Leverage other Cabrini social media page information

- When posting information regarding a different department, social media administrators are encouraged to re-post information from the source (For example, Twitter Re-Tweets, Sharing from a Facebook or LinkedIn page).
- Administrators for social media pages should check Appendix B for frequently used Cabrini hashtags in his/her messaging in order to access an established audience.

Get Consent

- Administrators for social media pages are responsible for having consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork, and advertisements.
 - Photos and Video

- Administrators for social media pages should be aware that Cabrini students are asked to sign a release for photos to be used in his/her admission forms. Re-confirming that the student is okay with their image being used on social media is recommended.
- Non-Cabrini students should be informed that their photos may be used for publicity and have the opportunity to opt out. In the event that you would like to prominently feature a non-Cabrini person in a photograph or video, you will need written consent from the person before posting. This form is available from the Office of Marketing.
- Minors need written consent from his or her legal guardian to be featured prominently in images or videos on Cabrini-related pages. This form is available from the Office of Marketing.
- Crowd scenes where no single person is the dominant feature are exempt from the need for written consent.
- The people in the photos have the right to decline or ask that their photos not be used.

Listen

- Administrators for social media pages should be sure not to “post and run” leaving an ensuing conversation unattended. Administrators should regularly check their channels for comments or inquiries that require a response, posts that they can share, and objectionable posts, spam, followers, or advertisements that should be removed.
- Thank people for their input and feedback when your posts are acknowledged, this includes negative feedback. Feel free to correct inaccuracies but do so in a positive and polite way. If you have questions or would like help replying, contact Marketing and Communications.
- If you encounter issues related to health, safety, or security while using social media, please contact 911 and/or the Department of Public Safety.
- Departments should create a strategy on how to respond to inappropriate comments when necessary. Though we encourage healthy debate of opposing opinions, a post that involves defamation, aggressive behavior, and/or offensive or insulting language should not be tolerated. Additionally, advertisements or unrelated promotions, or spam should be immediately deleted by an administrator. Please consult with your supervisor or contact the University’s Senior Digital Media Manager if you are unsure whether to delete a comment or post.
- To manage/monitor user-generated content, University-driven social media accounts may want to consider including our current social media community guidelines in the about section of their social channels:

Community Guidelines

“Here at Cabrini University, we understand the importance of passionate and invested dialogue between people. We believe that this dialogue should be respectful, inclusive, and aligned with our core values and Catholic identity. In honor of St. Frances Cabrini’s

mission to provide an “education of the heart,” we encourage all people to treat others with the same respect for the “other” that Mother Cabrini exhibited. In that spirit, members of our community should refrain from posting offensive, explicit, or malicious content. Content that is seen as threatening, belittling, or disparaging to other people will be removed by our moderators. If you have questions—or would like to report an issue—please message us. Cabrini remains committed to being an institution where all are welcome and seeks to make our online communities the same.”

For bio sections that have character limits, administrators can include a shortened URL to the guidelines on cabrini.edu: (bitly link).

Additional options on responding/removing negative or inappropriate comments or feedback:

- Option 1: Move conversation outside Facebook “Hello ____, Someone from the University will be reaching out to you shortly”. Offline, the social media administrator should contact the appropriate department.
 - Apply this method for a student or parent complaint or grievance, or a serious concern that could affect a student or Cabrini community.
- Option 2: Hide comment (only available on Facebook). The comment will be hidden to everyone other than the person who posted it and their Facebook friends. Remember, comments are an important part of social media. Do not delete comments just because you may disagree with the commenter’s point of view or because the commenter has reacted negatively. This option should be limited to posts that expose the private data of others, contain commercial solicitations, are factually erroneous/libelous, are off-topic, are threatening or abusive, or are obscene. If you encounter threatening comments on a post, please contact 911 and/or the Department of Public Safety.
- Option 3 – Delete the comment
 - This applies to spam, advertisements, or offensive content that cannot be “hidden.”

Managing a Cabrini University Social Media Page/Account:

Determine Who Will Manage Your Account

- In many cases across the University, social media pages created on behalf of Cabrini are maintained through a three-fold approach (manager, administrators, moderators).
 - **Manager** – A full-time University staff or faculty member who is ultimately responsible and accountable for the social media account(s) of his/her department. The manager must have the current login and password for each account at all times.
 - **Administrators** – Can be full-time, part-time, or para-professionals (student employees, interns, work study students, etc.) who generate and create page content. Administrators are responsible for the overall maintenance and effectiveness of his/her page.
 - **Moderators** – Can also be full-time, part-time, or para-professionals (student employees, interns, work study students, etc.) who ensure the page stays relevant by

posting, replying to comments, sharing, etc. Moderators are responsible for the day-to-day dialogue and engagement.

- Managing social media accounts requires two-part planning: **Content Creation and Community/Engagement**. Departments should plan/decide who will be responsible for posting content as well as keeping the conversation going by responding to comments, etc.
- Be intentional with your posting; each post should have a thoughtful, Cabrini-centric purpose.

Define your Success

- Is your goal to increase followers/fans or to drive traffic to your webpage, etc.?
- How will your department measure the success of social media efforts?

Efficiency & Effectiveness

- Measure your success. Take advantage of free metrics and tracking capabilities to ensure your page is helping reach your objective (increase followers, engagement, etc.)
 - Facebook has built-in metrics that page administrators can access, and Twitter provides metrics for the past 28 days at any given time.
 - Get to know tools like HootSuite, Buffer, Klout, bitly.com, etc.
- Maintain your page content. If there are pages associated with your department that are inactive, be sure to delete unused pages or consolidate content to one page.
 - If you have a student maintaining your pages, ensure that you have the login and password on file.
- Because social media is ever-changing, administrators should participate in social media training, webinars, or workshops annually.

Appendix A: Cabrini Policies

The Cabrini Acceptable Use Policy (cabrini.edu/about/departments/policies/acceptable-use-policy)

Staff Handbook (cabrini.edu/HR)

Community Standards of Student Conduct (cabrini.edu/handbook)

Appendix B: Resources

Cabrini Resources:

For assistance with social media, contact the University's Senior Digital Media Manager Emily Rowan (610.902.8228/ err43@cabrini.edu).

Cabrini University Social Media Directory: cabrini.edu/socialmedia.

Cabrini Hashtags: #CabriniAlumni, #CabriniBlog, #CabriniUniversity, #GoCabrini, #GoCavs, #TeamCabrini, #LiveWithPurpose #RollCavs

Social Media Resources:

- Social media in higher education
<http://www.insidehighered.com/users/eric-stoller>
<http://higheredlive.com/>
- Social media resources
<http://mashable.com/how-to/>

Enforcement

Any user found to have violated this policy will be subject to disciplinary action, up to and including dismissal.

Modification of Policy

Cabrini reserves the right to revise this policy at any time.