

Social Media Policy
Walla Walla University
Approved by Cabinet Feb. 20, 2019

Introduction

Walla Walla University embraces the responsible use of social media to communicate and build relationships with prospective and current students, alumni, employees, parents, and community members. The university recognizes the value of video recording and livestreaming and its increasingly prominent role in the ever-changing landscape of social media. The university supports free and open expression and the responsible use of media as a tool to enhance our community of faith and discovery.

General media use at WWU

- Photographing and videotaping on WWU campuses must be in compliance with the [WWU photography and videotaping policy](#) which prohibits commercial photo and video on campus and outlines conditions for news-related filming on campus.
- The streaming or recording of an event/program is only allowed on WWU campuses if the event/program is open to the public. The streaming of private, internal meetings, classroom instruction, and other events deemed by university administration as closed by the public is not permitted.
- Use of university electronics and networks must comply with [WWU computing policies](#).

Questions about this policy should be directed to [Marketing and University Relations](#).

I. Policy for officially posting on behalf of WWU

This policy is designed for employees participating in social media on behalf of the university. This policy applies to anyone posting to an official WWU department/organization site or representing WWU on a non-university site or platform. Any employee, whether student, faculty, or staff, can be considered a representative of the university, particularly when speaking about the university or presenting aspects of life at WWU.

All content, including livestreams, posted by official university entities, or individuals acting as representatives of the university must be aligned with the university's values and the WWU [Employee Handbook](#) and [Student Code of Conduct](#).

Official accounts are prohibited from:

- Posting content that violates city, state, or federal laws and regulations.
- Posting or commenting on anything related to legal matters, ongoing investigations, or litigation.
- Using the university brand or name to endorse any view, product, private business, or political candidate.
- Representing personal opinions as university-endorsed views or policies.

Before establishing a social media presence WWU departments and organizations are encouraged to evaluate whether they have the time, personnel, and resources to maintain an active and up-to-date profile from year to year (see "Be active." under "II. Best practices"). Social media accounts created on behalf of WWU are the sole property of the university. Therefore, the university social media manager reserves the right to access, review, and request removal of inappropriate content.

Policies for official accounts:

Set up the account appropriately.

- Alert [Marketing and University Relations](#) of your intention to set up a social media account for an official WWU entity.
- Use the recommended naming convention: “Walla Walla University Department Name,” e.g. “Walla Walla University School of Business.” It is recommended that profile names spell out Walla Walla University (rather than abbreviating “WWU”) and use the official department name for clarity and consistency.
- All social media accounts created/existing on behalf of an official university entity must have more than one WWU employee with administrative access; the social media manager in MUR must be given administrative access. After access has been given to MUR the profile will be added to the [social media directory](#).
- Departments with both Facebook and Instagram accounts must link these two accounts.
- Do not use the WWU logo as the account profile picture.

Adhere to WWU brand standards.

- “Walla Walla University” is a registered trademark and the exclusive intellectual property of the university. The university reserves the right to oversee the representation of the institution by official university entities or individuals acting as representatives of the university in any capacity.
- Use of the WWU name and brand identity by official organizations of WWU should follow university identity and style guide standards outlined at wallawalla.edu/logo. Any questions related to usage should be directed to [Marketing and University Relations](#).

Direct media inquiries to MUR.

- Anyone responding to media inquiries must first contact and follow the direction of [Marketing and University Relations](#).

Use appropriate emergency communications.

- All crisis and/or emergency communications will be generated by the university Crisis Communication Team, and will be posted on the main Walla Walla University [Facebook](#) and [Twitter](#) feeds with links to additional information.
- Departmental social media sites may never independently post emergency information without central coordination with university officials.

Maintain confidentiality.

- Posting sensitive or proprietary information about WWU or personal, medical, academic, or financial information about students, alumni, or employees is prohibited.
- Sound ethical judgment should be exercised, and university policies and federal requirements, such as [FERPA](#), [HIPAA](#), [NCAA](#), and [Title IX](#), must be followed. If a user is unclear about how these laws and regulations apply, he or she should consult [Marketing and University Relations](#) before posting such information.

Respect copyright and fair use.

- Copyright and intellectual property rights of others and of the university must be observed. Appropriate permissions for the use of music, images, graphics, etc. which appear on social media, including in a livestream, must be secured prior to posting or streaming.

Be aware of liability.

- The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other university constituents apply online as they do in the real world. Employees—whether student, faculty, or staff—can be liable for anything they post or stream. These liabilities can come in the form of legal precedence, university policies, and the term of service from the sites hosting the digital media.
- Employees engaged in social media on behalf of the university are responsible for determining appropriate use. Walla Walla University is not responsible for misuse of copyright and privacy laws. If an employee has questions regarding appropriate use they should contact [Marketing and University Relations](#).

Use livestreaming/recording appropriately.

- Walla Walla University recognizes advancements in technology that have led to the ubiquity of livestreaming options in which any person with access to a mobile device can stream to a number of social media channels. Walla Walla University requires responsible use of these technologies and communication channels by official university entities and individuals acting as representatives of the university. While numerous events may merit streaming to an external audience, the university encourages careful consideration of these opportunities to maintain a commitment to being a good steward of limited resources. Livestreaming, recording, and postings by official university entities is permitted provided:
 - All content is aligned with the university's values and the WWU [Employee Handbook](#) and [Student Code of Conduct](#).
 - The event/program streamed is open to the public. The streaming of private, internal meetings, classroom instruction, and other events deemed by university administration as closed to the public is not permitted. Questions about which events are deemed public should be directed toward the vice president over the area.
 - Appropriate permissions for the use of music, images, graphics, etc. which appear in the livestream must be secured prior to livestreaming. See: "Respect copyright and fair use."
 - The channel is registered with Marketing and University Relations and has shared institutional access with MUR. See "Set up the account appropriately."
 - The WWU name and/or identity is used according to the university identity and style guide standards outlined at wallawalla.edu/logo.
 - The livestreaming/recording of the event/program is a responsible use of university resources, not incurring unreasonable costs.
 - Drama productions are not to be livestreamed at any time.
- For livestreaming/recording by Media Services see Appendix A below.

II. Best practices for managing a WWU account

These best practices for engagement are designed for employees participating in social media on behalf of the university. If you choose to establish an official WWU social media presence, in addition to respecting the policies outlined above, keep these guidelines in mind.

Use social media as a supplemental tool.

- Remember that your social media profile should be considered a secondary communication tool. If you are posting an event on Facebook, be sure that it is first listed on the [university's calendar](#).

- Similarly, if there are updates regarding the department as a whole—faculty changes, colloquium events, new programs—make sure the department webpage is updated with this information before posting about it on social media.

Set account management responsibilities.

- Be clear about who in your department is responsible to keep this profile updated, profiles which do not regularly publish new content reflect poorly on your department and the university. If you would like assistance creating a content plan for your department or learning how to schedule posts in advance, please see WWU [social media resources](#) online.

Be active.

- Social media presences require diligent planning, managing interactions, and content creation. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping into social media at this time. An account with infrequent posts and low-quality content is a detriment to your department or organization as well as WWU as a whole. Instead of creating a social media profile, consider existing options for communicating with the audience such as developing a stronger, intentional presence on the [WWU app](#), submitting daily announcements, adding events to the WWU calendar, or creating an email communication plan. If you start a social media account and then realize that it is neither meeting your needs nor the needs of your audience, it is best to close the account rather than leave it inactive.
- A good guideline is to post high quality content at least weekly, year-round. If you are unable to make that commitment, instead consider sending content to socialmedia@wallawalla.edu for posting on the official WWU accounts.
- Link back to WWU content and pages whenever possible.
- A great way to help generate content on your profile is to monitor official WWU channels and re-share content when appropriate. If you tag the university's official Facebook/Instagram/Twitter accounts (or otherwise let MUR know you have posted), your content may often be shared on the official accounts to a wider audience.
 - [WWU Facebook](#)
 - [WWU Instagram](#)
 - [WWU Twitter](#)

Be accurate.

- Make sure that your posts are accurate and factual. It's better to verify information with a source first than to have to post a correction or retraction later. If you make an error, correct it quickly and visibly. Spelling and grammar are extremely important when representing WWU; ensure that you double check everything you post.

Accept and monitor comments, messages, and replies.

- Make it a priority to respond to comments and direct messages in a timely manner. Understand that not all comments and replies will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Users may post comments and start dialogue that has little to do with the post in question. Regularly monitor and respond to comments and remove any inappropriate comments or advertising for products or services not associated with WWU.
- Be consistent in the way you respond.
 - Consider the guidelines in this graphic from SData.org: [Assessing your response](#).

Use quality visual content.

- Visual content (photos and videos) elicit higher engagement on social media and are encouraged.
 - Photos and videos should be high quality and sized appropriately for posting online. Photos and videos from cell phones and tablets can be of acceptable quality as long as they are not blurry or pixelated.
 - Photos should not have logos from other competitor institutions.
 - Photos of non-enrolled minors should not be posted without written parent or guardian consent.
 - If contacted and asked to remove a photo by an individual for any reason, the photo should be removed promptly.
 - Photos of recent WWU events which can be used on social media can be found on [Flickr](#).
-

Appendix A: Livestreaming/recording by Media Services

Walla Walla University Media Services is a service by the university facilitated by Marketing and University Relations. Media Services provides livestreaming services for a limited number of pre-approved events each year. These events include:

- Fall Week of Worship.
- Fall Student Missions vespers.
- University Assembly.
- Athletic contests (per CCC requirements).
- DFL/DSL.
- Three music concerts (e.g. Christmas concert, Honor Band Festival, Spring concert) determined annually by the department chair.

Media Services only provides livestreaming services for programs within appropriate copyright law. Departments overseeing the program are responsible for securing all necessary permissions. Media Services reserves the right to discontinue livestreaming if audience engagement levels are low for two consecutive years. If this occurs departments must follow the process for requesting additional livestreaming services outlined below.

Additional livestreaming services

Requests for livestreaming or recording by Media Services in addition to these events must be submitted [online](#). Recording requests are reviewed and approved by the vice president overseeing the area. Livestreaming requests are reviewed and approved by Cabinet.

While numerous events may merit streaming to an external audience, the university carefully considers these opportunities to maintain a commitment to being a good steward of limited resources. Criteria for consideration includes the:

1. Quality of the event/program.
2. Cost of livestreaming and/or recording.
3. Clear alignment of the program with the mission and values of the university.
4. Ability for the program to enhance the reputation of the university with a wide group of viewers.
5. Benefit to a measurable and reasonable number of viewers relative to the cost of its coverage.

If approved, the requesting entity is responsible for the cost of the livestreaming and/or recording services.