

SOCIAL MEDIA RECOMMENDATIONS

When Posting On Behalf Of The College Of Visual Arts

The Office of External Relations maintains the College of Visual Arts' official Facebook, Twitter, LinkedIn, Vimeo, and YouTube presence. Individual departments are welcome to create their own social media platforms as they see fit, but are reminded that any content they post will represent the college online to a vast and growing audience.

Departments are requested to inform the Office of External Relations of their plans to use social media platforms. In order to assure quality of content, the following social media guidelines were drafted for the CVA community.

1. **Do we need a social media presence?** The answer is not necessarily always yes. In order to create a successful presence, you should post something every week that engages and interests your audience.
2. **Who will monitor our presence?** Once a page is created, someone must monitor for comments and questions, as well as advertisements and inappropriate posts.
3. **Do your research.** Social networking has been identified as a pedagogical tool, but there are privacy issues involved. If you decide to use an online site to connect with students intentionally, check with the Office of External Relations or Technology to walk through the options available.
4. **Can I Post This?** Please remember that the activity on your social media pages will represent CVA to a vast audience. Remember to respect the rights and privacy of anyone included in or referenced in your posting. **Do not post any copyrighted or questionably legal content, direct attacks on individuals or groups, libel, etc.**
5. **Follow the College of Visual Arts Style Manual.** The official college style manual can be found online at http://www.cva.edu/pdf/CVA_Style_Manual.pdf. Please follow this guide for all text, and direct any questions about usage to the Office of External Relations at dmullikin@cva.edu.
6. **Official college logos and photos:** If you would like to use the official wordmark of CVA, or would like to make use of any of our existing stock imagery, please contact Demeri Mullikin at dmullikin@cva.edu.

Engaging your Audience

Social media is, by nature, interactive. You should expect and encourage feedback and discussion on your pages in all forms. While your page moderator should closely monitor feedback, freedom of speech should be closely protected.

Negative comments should not be deleted from the page – instead, respond to them in a constructive manner to encourage discussion. Some comments, such as attacks, improper language, advertisement or false statements should be removed as quickly as possible. If you are unsure whether or not a comment should be allowed, please contact Demeri Mullikin in the Office of External Relations at dmullikin@cva.edu.

http://www.cva.edu/pdf/CVA_Social_Media.pdf/

SOCIAL MEDIA RECOMMENDATION

When Posting As An Individual

- **Think before posting.** Privacy does not exist in social media. Public posts are indexed in search engines, and private comments can be forwarded or copied and easily made available to the public. Use privacy settings to restrict personal information on otherwise public accounts.
- **Be authentic.** If you identify yourself as a CVA faculty or staff member in a personal post, also make clear that your views are your own. A common practice is to include a sentence similar to this: *“The views expressed on this [blog, website] are mine alone and do not necessarily reflect the views of the College of Visual Arts.”* This is particularly important if you are a department head or administrator.
- **Take the high ground.** If you identify your affiliation with CVA in your comments, readers will associate you with the college. Remember that what you post may reflect upon you professionally.
- **Passing the Publicity Test.** If the content would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site.
- **Be aware of liability.** You are legally liable for what you post on your own site and on the sites of others.

Safety and Privacy Tips

1. It is best to use privacy settings so that your email address is hidden. If you choose to display an email address and are participating in strictly a social context, consider using a personal email address (not @cva.edu address). Using the cva.edu address for professional purposes (e.g. LinkedIn) is fine.
2. Set your privacy setting to help control who can look at your profile, personal information, and photos. You can limit access somewhat but not completely, and you have no control over what someone else may share.
3. If you change your mind about what you post, material can remain accessible until you’ve completed the prescribed process for removing information from multiple search engines caching technology.

Friending Students

Whether you keep a professional profile or offer a more casual representation of yourself online, keep the following teaching concerns in mind.

- **How much do you want your students to know about you?** Do you want your students to see pictures of you or read messages sent by your friends? With privacy settings, you can choose to block students access.
- **How much do you want to know about your students?** By connecting with a student, you often have access to more (and perhaps too much) information about them.

Try the following recommendations for setting clear professional boundaries that will help you and your students navigate online communication:

- **Be clear about your professional boundaries upfront.** Talk with your students on the first day of class about your social networking policy. Students may not think about the complications that such requests can bring, so talking with them openly can illustrate your boundaries right away.
- **Know your privacy settings.** For student “friends,” you may want to create a special category that allows them to see only limited information such as how to contact you through an email address.
- **Don’t jump on the social networking bandwagon in the first place.** If you haven’t joined a social networking site, consider opting out to avoid these kinds of boundary issues with students.

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