

Carroll College Social Media Guidelines

Carroll College encourages the responsible use of social media to support its mission, goals, news, and objectives.

Carroll College uses social media to support our liberal arts education and to foster positive, enriching interactions within the Carroll community and with the general public.

When the guidelines apply

The following guidelines apply to you whenever you are engaged in social media in your capacity as a Carroll employee or as a student acting on behalf of the college or of any Carroll organization. For example, these guidelines apply when you are operating any Carroll-affiliated social media page, department, or as a spokesperson for a Carroll club. You must adhere to these guidelines if you are officially representing Carroll in the social media sphere.

These guidelines do not apply when your Carroll connection is noted only for the purpose of basic identification, and the circumstances do not imply that you are acting on behalf of Carroll. If you list Carroll as your employer on your LinkedIn profile or your personal Facebook page. Be sure to include a prominent disclaimer stating that anything you post is your personal opinion and not necessarily the college's. (i.e., "these opinions are my own and not a reflection of my employer's").

Let us know

Carroll's Digital Marketing Specialist is responsible for enforcing social media policy and for approving Carroll's social media sites. You must notify the Digital Marketing Specialist before you initiate any activity on Carroll's social media sites. Profiles made without the approval of the Marketing Specialist are subject to be taken down or removed. The Marketing Specialist tracks the college's social media presence and uses this data to formulate public relations and marketing strategies.

Reach out to the Digital Marketing Specialist for submission information. Do not develop social media sites until you have received written approval from the Digital Marketing Specialist.

Also, be sure to update the Digital Marketing Specialist on any password and/or email changes so that your social media page documentation can be updated.

Be legal

Follow local, state, federal, and international laws, as well as the rules on third-party websites. Be sure to protect confidential information and respect Copyright laws. Do not post, without written permission from the owner, text, images, graphics, or videos that you have not personally created, unless such posting falls under the fair use exception under federal copyright laws. Finally, keep in mind the requirements of the Family Educational Rights and Privacy Act (FERPA) when posting information about students.

Leave it to the official Carroll spokesperson

Supplying the public with consistent and accurate information is vital, especially in legal controversies or during a college crisis. Do not provide details about a legal matter or crisis involving the college unless you are designated to do so. If you are aware of a social media discussion about a legal matter or crisis that could benefit from official college input, contact the Digital Marketing Specialist. And, remember that confidential personnel matters and confidential information about students, employees, and other members of the campus community cannot be shared.

Adhere to Carroll policies

Keep in mind that all Carroll policies—including those related to political activities, logos and trademarks, film showings, and photographs—apply to your social media activities. Know these policies, and contact the Digital Marketing Specialist to find them if you are unfamiliar with them.

Use Carroll's Reputation Properly

Using the Carroll name or logo may constitute implied support by the college for your online postings. Do not promote non-Carroll products or services while using the Carroll name or logos or imply Carroll support for or partnership with another institution, individual, or business, unless your supervisor has approved such a relationship. Also, gain your supervisor's approval and ensure you will not violate Carroll's Political and Political Campaign- Related Activities Policy before you advocate for a cause or take a stand on a public policy issue. Avoid publicizing groups or affiliations that are not directly associated with the college or the focus of your social media site, and remove purely commercial advertisements posted by others on your site.

When engaged in a purely personal enterprise, such as a business or charity, do not imply Carroll's support unless your supervisor has approved such a relationship.

Money Matters

If you plan to solicit funding online for a Carroll department, organization or activity, check with the Office of Institutional Advancement (OIA) for tips and to coordinate with other fundraising activities. Fundraising is far more effective, less confusing, and less troublesome for donors if it is conducted with OIA planning and coordination.

Be Professional, Responsible, and Respectful

Treat others with respect and courtesy. Use positive language whenever possible. Keep your social media activities free from offensive material. Be sure to monitor and update your social media pages daily, and have a responsible Carroll employee in charge of this—dead sites with stale information do not portray Carroll in the best light. Check your grammar, spelling, and facts before you post or send. Poor writing and misinformation discredit your message and tarnish the college's reputation. If you make a mistake, admit and correct the error. Also, be wary of perpetuating hoaxes; confirm the validity of information before you spread the word. Cite and link to your sources.

Uncertain? Ask.

Contact the Digital Marketing Strategist whenever you need advice.

Tips & Tricks:

- Follow our guidelines and branding:
<https://www.carroll.edu/sites/default/files/2024-05/carroll-brand-book-single-page.pdf>
- Keep content relevant and engaging: use trends; trending sounds, hashtags, etc
- Highlight student & alumni events and accomplishments
- Use inclusive language: our campus
- Use high-quality visuals, such as photos, videos, and graphics.
- Post & interact with followers consistently (at least a few times a week)