AUSTIN COLLEGE | **Social Media Guidelines**

Social media offers online collaboration and new ways to engage with alumni, students, future students, parents, faculty, staff, and friends. These guidelines are to assist the Austin College community in the use of social media.

GETTING STARTED IN SOCIAL MEDIA
Austin College is the owner of the Austin College brand. To set up a social media page on behalf of the College, you must first contact the Alumni Engagement office at 903.813.2196 or email newmedia@austincollege.edu. This assures proper standards are met with regard to name and logo usage, and that your site is listed in the official Austin College social media directory.

MODERATION
Austin College does not endorse or take responsibility for content posted by third parties. This includes text and uploaded files. Should your site choose to accept user comments, it is up to you to moderate them. Comments and posts should be civil, smart, and on-topic. Posts and comments that do not meet these guidelines should be removed. It is your responsibility to monitor your page, but should the Alumni Engagement office see a user-generated post that we feel is in any way defamatory or obscene, we will remove that content immediately and inform you of it. Additionally, comments that could be viewed as spam should be deleted, and the user posting the content be reported and/or blocked.

RESPECT
Be respectful and constructive. If you are responding to a post or a comment, be tactful and transparent in your response. If you have questions about how to respond to a particular post, please contact the Alumni Engagement office.

HONESTY & ACCURACY
When posting on Austin College sites, identify yourself clearly and state that you work for Austin College. Do not say anything that is untrue or misleading. If you make an error, be up front and correct it quickly. If you modify an earlier post, make it clear that you have done so. Cite and link to sources whenever possible. Proof your posts for typographical errors and inspect each photograph for any activities that could place the College in an unfavorable light.

CHECK & UPDATE OFTEN, DON'T OVERWHELM
Social media sites should be checked at least twice daily. This ensures a timely response to questions or concerns a user might have. While sites should be updated on a minimum weekly basis, updating too often can overwhelm users. This could cause your posts to have a "junk mail" feel and your users will quickly become conditioned to ignore them.

BE STRATEGIC
While posts can be fun, it is also important that they be informative. Post information that people value. Whether it be about important deadlines, events, or details about a College program, a post should give the user more information relevant to the purpose of the page.

PROTECT
Faculty, staff, students, or alumni should not be referenced without their approval. Never identify someone by name without permission and never discuss confidential details. Photo tagging on social media sites should be left to individuals to identify themselves.

LIABILITY & COPYRIGHT
Show proper regard for the laws governing copyright and fair use of copyrighted material owned by others, including Austin College's own copyrights and brands. Those posting content can be held legally liable for content posted on the site. Do not post copyrighted, defamatory, obscene, or threatening content.

LIST OF OFFICIAL SOCIAL MEDIA SITES
www.austincollege.edu/connect

WE'RE HERE TO HELP
The Alumni Engagement office is here to help you achieve your social media goals. Contact Victoria Hughes, vhughes@austincollege.edu, should you have any questions regarding your social media needs.

These guidelines will evolve as new social networking tools emerge. Please ensure your office is following the most recent guidelines posted on the website.

Visit www.austincollege.edu/connect for more information.