

# Social Media Guidelines



# SOCIAL MEDIA GUIDELINES

## I. Scope and Application

A. To assist in the execution of the Social Media Policy and Procedures (Policy) applicable to all Johnson & Wales University (JWU) employees and persons acting within the university's control or acting on the university's behalf (collectively, Covered Persons), the university has developed these Social Media Guidelines (Guidelines). All terms defined in the Policy have the same definitions here, and these Guidelines should be consulted in connection with all University Social Media.

## II. General Tips to Consider in Using Social Media

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comments, you may consider (1) posting a “comment policy” to let the audience know what is and is not appropriate (with advance consultation with University Communications & Media Relations) and (2) if possible, setting up your account so you can review and approve comments before they appear, which will allow you to delete inappropriate comments and to block those who repeatedly post inappropriate comments. At the same time, be thoughtful in considering who to allow into your University Social Media account, “follow,” “friend,” and link to; we may not want to affirmatively associate with certain causes and people.

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#### **IV. Personal Social Media**

A. Social Media and privacy do not necessarily go hand-in-hand. Search engines index public posts, and private posts can be copied or screenshotted and forwarded, including posts on Social Media that are supposedly temporary, like Snapchat or Instagram Stories. What you post personally may have professional repercussions.

B. Even if you are not communicating on behalf of the university and have (as the Policy requires) posted a disclaimer, your views may still be associated with the university. You should consider that whenever you are communicating in any online forum.

#### **V. Crisis Management**

A. In connection with Social Media, there may be issues of particular concern that require crisis management. What qualifies as an issue of particular concern is a judgment call. You should err on the side of bringing any potential concern to the attention of University Communications & Media Relations, because crisis management is most effective when the crisis in question is identified and addressed early. Delay may impede the university's ability to respond effectively and mitigate damage or loss.

B. Keep in mind when addressing particularly concerning content:

1. Before taking any action, such as deleting or responding to content, contact University Communications & Media Relations.
2. Capture screenshots or recordings as applicable. E-mail the material at issue to University Communications & Media Relations.
3. University Communications & Media Relations will work with you to address the concerning content.