Proposed Social Media Policy

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GOAL

Empower University employees to be effective advocates, customer service representatives, and communicators through participation in social media.
Why?

4 A’s

Authenticity
Accountability
Authorization
Ability
Authenticity

- Reduce author anonymity that comes with 3rd party services
- Ensure the credibility of the University, the information it produces, and the people that work here
- Eliminate “posers” that dilute the University’s message
Joe Vandal

- New Joe Vandal appears every month or so on Facebook
- Currently four Joe Vandals on Facebook
Accountability

- Limit the University’s liability
- Provide protection for University employees who use social media for business purposes
- Provide processes, procedures, and tools for individuals who assume social media responsibilities
Authorization

• Make supervisors aware of individuals that are using social media for business purposes
• Ensure branding and style guides are followed
• Ensure that the institutional value created by social media is archivable and transferable
Ability

- Provide technical resources and practical skills to achieve objectives
- Help authors understand and prepare for the time commitment
- Know if/how to moderate
Policy Drafting Process

- Existing guidelines / policy draft.
- SM audit
- Input from campus SM users
- SM Policy Webinar
- Discussions with General Counsel
- Reviewed policy with CIO
- SM Panel
- Currently seeking additional feedback
Key Elements

- Establish a “designee”
- Register SM
- Participate in an orientation
- Maintain and moderate your SM in accordance with policies and procedures
Questions and Comments