Social Media Policy

Policy Statement

Social media provides opportunities for communication for the College and members of the College Community, including students, faculty, staff, applicants for admissions and employment, visitors, guests, vendors and other third parties while they are on campus or at College sponsored events. The College seeks to foster a social media culture for its own social media communications that is:

**Authentic:** Manhattanville College is committed to maintaining an authentic presence online. Authenticity builds credibility and reliability among our audiences while increasing engagement;

**Engaging:** Provide content that promotes and encourages conversation, communication, interaction, and that will build loyalty among College audiences;

**Service Oriented:** Manhattanville College recognizes social media as a channel for providing better service. College accounts are held to high standards of service. Those that manage College accounts are responsible for being timely and accurate when providing service to its constituents; and

**Thoughtful:** Individuals managing a College social media account are required to carefully consider the content of social media communications before posting.

Entities Affected by the Policy

All members of the College Community who engage in communication through social media are encouraged to respect others, their ideas, and discussions. Remain constructive and respectful when
communicating and remember that content is not private, and all users should be thoughtful in posting and sharing content.

Regardless of whether they register their social media accounts as “Affiliates,” all members of the Manhattanville Community who communicate via social media are subject to the policies and procedures of the College, including but not limited to the following:

**Code of Conduct**

**Acceptable Technology Use Policy** and

**Non-Discrimination and Harassment Policy.**

College employees must also comply with College [confidentiality policies](#) including those adopted in compliance with federal and state requirements including but not limited to FERPA, NCAA, and applicable New York State lobbying regulations.

Members of the Manhattanville Community who violate College policies through the use of social media may be subject to disciplinary action in accordance with the applicable policies and procedures of the College.

---

**Policy Background**

See also: Employee Handbook.

**Policy Procedures**

**REGISTERING SOCIAL MEDIA ACCOUNTS TO BECOME A “COLLEGE AFFILIATE”**

All Schools, departments, groups and academic programs, must apply for a social account with the Office of Communications and Marketing to gain “Affiliate” status. The social media accounts of approved, registered Affiliates will be eligible to have their social media accounts and content promoted on the official Manhattanville College social media channels. By registering as an Affiliate the managers of social media accounts agree to:

**Maintain Culture:** Maintain the social media culture of the College as described in Social Media Culture (above) at Manhattanville. Additionally, all affiliated College accounts must follow the branding guidelines set forth by the College, which include both visual and written style.

**Post Responsibly:** Affiliates agree not to post content that casts the College in a negative light, is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. Users who post such content and/or who refuse to remove such content when requested by the
College may be subject to revocation of their Affiliate status (in addition to possible disciplinary action in accordance with the relevant disciplinary policies and procedures).

Maintain Discretion: Respect the privacy and personal rights of others. Do not access or copy another user’s electronic data, programs, or other files without permission. All members of the Manhattanville Community using social media are responsible for maintaining and protecting information (e.g., financial information, personal information about members of the Manhattanville Community, etc.). For more information about privacy while using social media, please see the Acceptable Technology Use Policy.

Respect Copyright and Fair Use Laws: When posting, be mindful of the copyright and intellectual property rights of others and of the College. Unless you own the rights in the content, you may not reproduce, adapt, or communicate without the written permission of the copyright owner, nor use the content for commercial purposes. For guidance, consult Communications and Marketing.

Clearly Distinguish Personal Opinion from College Approved Messages: All members of the College Community may not represent their personal opinions as having been approved or endorsed by the College. The Manhattanville College name or marks may not be used to endorse any opinion, product, private business, cause, or political candidate. All Affiliated social media accounts are required to post the social media disclaimer on their social media. (See disclaimers below).

Obey Terms of Service: Obey the Terms of Service of any social media platform used.

Monitor: It is the responsibility of those managing Affiliated accounts to monitor the use of their accounts to ensure compliance with this Policy.

College Monitoring of Social Media: Manhattanville College monitors and tracks pages that identify themselves as being connected with the College (e.g., student clubs/groups, athletics, administrative departments, schools, etc.), whether or not they have gone through the Affiliate registration process. Additionally, the College monitors hashtags and content associated with Manhattanville.

Cooperating with the Office of Communications and Marketing: Affiliate accounts will occasionally be asked to assist in promoting College events and distributing official Manhattanville College communications. Account administrators must monitor their affiliated College accounts and respond in a timely manner to any comments/questions pertaining to or directed at the administrator’s department.

Reporting Violations: To report any violations of the College’s Social Media Policy or other appropriate disciplinary policy through the use of social media by members of the college community, contact the AVP of Communications and Marketing. Please save a screen capture of the content so it can be reviewed by the appropriate parties within the applicable disciplinary or review process.

Discuss getting started with an affiliated account by contacting the Communications and Marketing department.

Disclaimer
Only messages that have been issued by or expressly approved by authorized officers of Manhattanville College represent official College information and/or express the views and opinions of the College. Any other information, views and opinions expressed on social media by members of the College Community or others are not approved or endorsed by the College and do not represent official College information and/or the views or opinions of Manhattanville College. Manhattanville College is not responsible for the accuracy or reliability of information posted that is not issued or approved by authorized officers of the College.

Any link to another web site in any social media administered by the College or its registered Affiliates does not represent an endorsement of the linked site by Manhattanville, which does not guarantee the validity of such sites, the servers that make them available, or that links to other web sites are free of viruses or other harmful components; or are free from disturbing/controversial content.

**Responsibilities**

With the increasingly fragmented social media landscape and Manhattanville’s commitment to branding, it has become increasingly important for us to be thoughtful in the consideration and creation of College-branded social media accounts. In order to ensure that College-wide messaging remains consistent and aligns with our overall communication strategy, we are implementing a new procedure around the creation of social media accounts: All schools and departments within the College must submit a written request for approval prior to the creation of any new social media accounts.

Please contact Communications and Marketing if you’d like to request approval for a new social media account.

If your request is approved, you will be notified via email by a representative from the Office of Communications and Marketing. If your request is denied, a representative from the Office of Communications and Marketing will contact you via email with the reason for denial and alternative suggestions for sharing your message and unique point of view with your desired audience.

Please note, student-run social media accounts are not affiliated with Manhattanville College. Manhattanville has not authorized and is not responsible for the content of this communication. The names “Manhattanville College,” “Manhattanville,” and all related indicia are the property of Manhattanville College.

**Assistant Vice President, Communications and Marketing**

Responsible for providing oversight, guidance and coordination of College-wide communications efforts.

**Creative Director**

Oversees social media strategy.
As discussed above, all members of the Manhattanville Community who communicate via social media are subject to the policies and procedures of the College, including but not limited to the following:

- Code of Conduct
- Acceptable Technology Use Policy
- Non-Discrimination and Harassment Policy.

College employees must also comply with College confidentiality policies including those adopted in compliance with federal and state requirements including but not limited to FERPA, NCAA, and applicable New York State lobbying regulations.

Members of the Manhattanville Community who violate College policies through the use of social media may be subject to disciplinary action in accordance with the applicable policies and procedures of the College.

Interpreting and Implementing Authority

- College Counsel and Chief Compliance Officer
- Director, Human Resources
- Assistant Vice President for Communications and Marketing

Relevant Links

- Code of Conduct
- Acceptable Technology Use Policy
- Non-Discrimination and Harassment Policy.

College employees must also comply with College confidentiality policies including those adopted in compliance with federal and state requirements including but not limited to FERPA, NCAA, and applicable New York State lobbying regulations.
Policy Adoption Review and Approval

Drafted and recommended by Communications and Marketing September, 2019.

Discussed and recommended for approval by the President and President’s Cabinet September, 2019.

Approved by the Board of Trustees on October 4, 2019.