

# **SOCIAL MEDIA POLICY**



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## INTRODUCTION

These social media policy guidelines are designed to help Corban University employees, volunteers, and affiliates in the decision-making process when managing or creating content for Corban University's official social media channels. Additionally, these guidelines are intended to help Corban employees who display University affiliation on their personal social media profiles navigate the balance between their University affiliation and personal opinions and conversations.

Corban University's Mission:

“To educate Christians who will make a difference  
in the world for Jesus Christ.”

## GENERAL GUIDELINES FOR ALL CORBAN-AFFILIATED SOCIAL MEDIA USAGE AND ENGAGEMENT

All official Corban social media engagement should support and further the University's mission, core values, and brand. Users and contributors to Corban social media accounts are representing the University, its mission, and its many constituents. As a Corban representative, be mindful that your posts represent not only yourself, but a wide array of Corban constituents, and that your statements and/or actions have the ability to affect the University as a whole. Create content that leans into Corban's mission and faith-focus as this is not only core to who we are, but one of our unique signifiers in the higher-ed landscape.

Our social media content should demonstrate how we are fulfilling Corban's mission. We do this by sharing engaging, authentic stories of our students, employees, alumni, and community, highlighting how they are making a difference in the world for Jesus Christ.



## **GENERAL SOCIAL MEDIA BEST PRACTICES:**

- Adhere to Corban branding guidelines.
- Use proper grammar, spelling, and punctuation.
- Account administrators should ensure adequate
- Avoid idioms and slang that are not widely understood.
- Be conversational—casual and personal, but professional.
- Be positive and highlight positive impact.
- Avoid internal lingo and abbreviations such as higher-ed acronyms.
- Avoid Christian jargon. Instead, use authentic, clear, everyday language.

## **CONDUCT:**

Adhere to Corban University conduct policies, found on [page 13 of the Employee Handbook](#), and avoid posting content, whether written, visual, or auditory, that does not fall in line with Corban’s mission and values. Avoid content that displays or infers explicit language, inappropriate imagery, sexually explicit content or nudity, alcohol and drug use, harassment, degradation, political affiliation, or any other messaging or imagery that is not consistent with Corban’s mission and values.

## **BRANDING AND IDENTITY:**

Adhere strictly to Corban University’s brand guidelines, especially with regard to approved logo usage (as expressed in the brand and style guide), specific brand colors, brand typography, messaging, and slogans. Do not modify Corban’s logo or use it in conjunction with the promotion of unaffiliated or unapproved products, businesses, or political parties.

## **PRIVACY:**

All social accounts should follow [University privacy and confidentiality policies](#). Be especially aware of federal confidentiality and privacy laws, including compliance with FERPA guidelines, and avoid sharing personally identifiable information of individuals such as (but not limited to) student records, donor and employee information, home addresses, or social security numbers. Use good judgment, and always consult individuals before utilizing their stated views or likenesses in posts, videos, shares, and other forms of social media content. Additionally, be aware of students with photography restrictions listed in their populi accounts.



## **COPYRIGHT AND FAIR USE:**

At all times, Corban-affiliated accounts and users speaking on behalf of Corban University must be in compliance with copyright, fair use, and intellectual property rights law. The use of third-party trademarked or copyrighted material without permission may subject Corban to significant financial liability and tarnish its image as a reputable institution of good social and moral standing. Always obtain the necessary permissions and clearance for the use of intellectual property rights, and follow attribution guidelines accordingly.

## **POLITICAL OPINIONS**

When posting on behalf of Corban University, refrain from expressing, highlighting, or engaging in the promotion of personal political opinions or activities. Individual political opinions should be reserved for personal accounts, however, even in this case, University-affiliated individuals should avoid the appearance that they are speaking on behalf of the University when discussing politics or other events and occurrences of cultural significance. When in doubt, err on the side of caution and do not post.

## **THEOLOGICAL STATEMENTS**

All theological statements posted on official Corban and Corban-affiliated accounts should fall in line with the University's official stances on theological issues and doctrine. Much like personal political and cultural opinions, individual theological opinions that do not support or align with those found in Corban's official documents, such as its [Statement of Faith](#), should be avoided.

## **RESPONSES TO NEGATIVE COMMENTS AND ENGAGEMENT**

Engaging with comments made on Corban's social media posts is encouraged unless the comment is controversial or derogatory. Such comments should be brought to the attention of the Associate Provost for Enrollment Management. If appropriate and approved by the Associate Provost, Provost, or President, a response may be posted inviting further dialog offline, but we will not engage in arguments or negative conversations on social media.

### **Sample Response**

“We’re sorry to hear that was your experience. We’d like to have a conversation about your concerns. Please send us a message.”



**Be respectful.** As an institution that openly strives to model its behavior after the example of Christ and biblical principles, social media should not become a place for argument, complaint, division, or abuse. Social media is designed to create a space for positive engagement and dialogue.

**Limit conflict.** As an administrator, user, or contributor to a Corban-affiliated social media account, page, or platform, you can expect to encounter opposing views, negative feedback to posts, or even targeted rhetorical attacks. Respond when relevant. Be professional, respectful, and full of grace. Respond in a way that does not look only to your own interests, but also to the needs of others (Phil. 2:4).

**Monitor comments appropriately.** Administrators should be actively monitoring all engagement and comments on Corban social media platforms, accounts, and pages, and may remove comments that are considered libelous, unhelpfully inaccurate, or offensive by the standards of the Corban community, but avoid censoring post engagement because of personal disagreement that does not reflect the values and mission of the University.

**Do not initiate or exacerbate negative engagement.** Avoid argument and criticizing other individuals or institutions either in posts, comments, or responses to engagement as doing so can reflect negatively on the University and often leads to an unnecessary escalation of conflict. Above all, remember that social media is meant to be a positive tool for two-way engagement between Corban University and its various audiences.

## **RESPONSES TO EMERGENCIES AND MOMENTS OF UNIQUE CULTURAL SIGNIFICANCE**

In the event of a major crisis, emergency, or moment of unique cultural significance, social media administrators may feel a responsibility to report or lend their voice to the issue on behalf of the University. It's important to remember that social media crisis communication requires thoughtfulness, calm, and empathy. When an event like this occurs, our goal is to respond in a timely, and coordinated fashion, presenting a united front across all channels of communication. As a result, the messaging and approval of these communications must proceed from the top down.



## **CAMPUS EMERGENCIES**

In the event of a campus emergency, the President's Office will release specific information and guidance on communication. All questions must be directed towards the President's Office at [president@corban.edu](mailto:president@corban.edu).

## **NATIONAL OR LOCAL CRISES**

For national or local crisis, a group will immediately assemble including:

- Interim President
- Interim Provost
- Vice President of Student Life
- Associate Provost for Enrollment Management
- Associate Provost for Community Belonging and Global Engagement
- Director and/or Assistant Director of Marketing and Communication

This team will assess the crisis and craft a response from the University. In these events, it is imperative that all individuals or accounts speaking on behalf of Corban University make every effort to understand the nuances of each situation as best as possible, thinking of the ramifications and implications for our many different audiences: students, parents, Alumni, constituents, etc.

## **EVENTS OF UNIQUE CULTURAL SIGNIFICANCE**

For events of unique cultural significance, the same team as listed above will assemble and discuss the appropriate steps necessary on a case-by-case basis. While undertaking the same approach as listed above for local and national crises, with events of unique cultural significance, we will pause our normal social media posting calendar for all channels until a clear response strategy has been approved.

When crafting responses to cultural events, it is crucial to first consider if the messaging aligns with and furthers the University's mission. Do not attempt to interject personal opinions into Corban-affiliated channels, and carefully consider the tone of your statement and any potential conflict it may present. It is imperative that no University-affiliated messages appear to "spin" or undermine any form of devastation. All messaging must take reasonable steps to avoid division and derision, and guard against any undisciplined comments, working to achieve a full understanding of our message, and its potential ramifications, before posting.

**In these unique situations, ALL messages must be approved by the Interim President prior to posting to social media.**



# SOCIAL MEDIA BEST PRACTICES FOR ADMINISTRATORS

**Strategize and plan ahead.** Consider the intended audience of your message, its purpose, and how it might integrate with Corban's mission and values. Create a content calendar to ensure regular coverage and the consistent timing of content postings. Pay specific attention to event promotion, ensuring they receive a dedicated posting schedule to increase awareness and boost attendance prior to the event.

**Assign Responsibility.** Make sure that roles and responsibilities are clearly communicated and appropriately staffed to ensure that content posting, sharing, monitoring, and strategizing occurs regularly and consistently.

**Engage with your audience.** Social media is meant to be dynamic. People visit social media sites to interact and engage with your initiative. Affirm the value of audience members by producing engaging content and responding to comments in fun, personal, and appropriate ways.

**Monitor Comments.** Ensure that there are an appropriate number of individuals with the capacity to monitor and respond to comments, whether positive, negative, or neutral in nature.

**Do your research.** Be honest, transparent, and factual. Make sure that you are representing the University with accuracy and integrity. Take time to analyze the performance of your posts, measure results, and develop and fine-tune your social media strategy to better engage with and meet the needs of Corban's audiences.

## GUIDELINES FOR SECONDARY ACCOUNTS

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Secondary accounts are any officially sanctioned social media accounts that directly represent a specific club, organization, department, or group of Corban University.

In order to promote brand clarity and fidelity, Corban University endeavors to maintain control of its affiliated social media content and presence. As a result, secondary accounts are approved on a limited basis. Groups that do not receive approval for their own Corban-affiliated social media accounts may still engage with Corban's social media audiences through our main accounts by providing content for approved guest posts, highlights, video content, and social media takeovers.



In addition to all guidelines mentioned previously in this document, administrators of secondary social media accounts should be aware of the following:

## **APPROVAL CRITERIA AND EXPECTATIONS**

**Secondary accounts representing Corban University may not be created without prior approval by the Office of Marketing and Communications.**

Requests will be considered on a case-by-case basis to evaluate their potential audience, integration, and effectiveness.

Approved accounts are responsible for producing and posting content at a steady and consistent pace. Accounts must have capacity to sustainably post relevant and engaging content at least 3-4 times a week for Instagram accounts, and once per week for Facebook.

Approved accounts must collaborate with the Office of Marketing and Communications in account naming conventions, official branding and logo use, and to ensure clear distinction and identification of the secondary account from Corban's main social media channels.

**Approved accounts must make their login information readily available to the Office of Marketing and Communications and may not alter account login information or passwords without prior approval and notification.**

### **SECONDARY ACCOUNTS MUST . . .**

- Represent the University well, adhere to its values, and further its mission.
- Post regularly and consistently.
- Be appropriately and sustainably staffed.
- Adhere to the Corban University brand and style guide.
- Follow all general social media guidelines mentioned previously in this document.

### **SECONDARY ACCOUNTS MUST NOT . . .**

- Be divisive or inflammatory towards the University or its audience.
- Present false or nonfactual information about the University.
- Present negative criticism or opinions about the University, its affiliates, or constituents.





## ACCOUNT TERMINATION

Corban-affiliated accounts may be terminated for any of the following reasons . . .

- Failure to adhere to Corban University's conduct policy.
- Violations of privacy or intellectual property rights
- Regular patterns of negativity, criticism, hostility, or disrespect toward the University or any member of its audience.
- An inability to refrain from political opinion.
- Improper and unsanctioned endorsements of outside organizations, businesses, products, or individuals.
- Prolonged inactivity or ineffectiveness.

## GUIDANCE FOR SOCIAL MEDIA TAKE-OVERS

(MORE SPECIFIC GUIDANCE IN DEVELOPMENT)

Corban University social media takeovers are designed to give our audiences a more intimate and personal window into our Corban community. Content should focus on telling a story and providing prospective students an inside look into campus life and what it means to be a Warrior. Showcase your favorite aspects of Corban's community and campus life, and focus on what makes your/your clubs'/your athletic teams'/your organizations' Corban experience unique.

Don't be afraid to give our audiences a behind the scenes experience, but always make sure you have appropriate permissions and are in keeping with the guidelines and conduct policy outlined earlier in this document. Make sure that any interviewees featured in your content or videos understand what you are doing, are comfortable being featured, and that you are acting on behalf of Corban University. Be authentic, fun, and appropriate.

### SOCIAL MEDIA TAKEOVER DO'S

**Start with a selfie or video introduction** of who you are, the Corban-affiliated organization you are highlighting or representing, and the fact that you will be taking over the Corban-affiliated Instagram page for the day, and why.

**Be positive.** Now is the time to highlight your favorite parts of being a Warrior. Avoid negativity, criticism, or divisive opinions of any kind. But please DO highlight



the positive opinions and insights that make up your unique Corban experience.

**Plan ahead.** Brainstorm, create storyboards, arrange interviews and permissions ahead of time, and plan out your content strategy in advance. Remember that all takeover content must be created and provided to the Corban University Marketing Department no later than one day in advance of the intended takeover posting, at which point it will undergo a review process before being finalized.

**Be creative and have fun.** Now is the time to highlight the unique moments and activities that make Corban special. Focus on video content, interactive posts, and other creative content. Follow other university accounts for ideas and inspiration, and improve on their best ideas.

**Show us a typical day.** Prospective students are looking for an authentic, inside experience. Show us the fun and exciting things you do throughout the day; take us to chapel, show us the clubs you are involved with, your favorite spot to relax on campus, your favorite coffee shop downtown.

**Interact with viewers.** Plan some interactive content, ask questions, and include time for a Q+A. Be ready to actively respond and engage with your audience.

**Film vertically.** Almost all Instagram users engage with their content on their phones in a vertical orientation.

## **SOCIAL MEDIA TAKEOVER DON'TS**

**When in doubt, don't.** If you are worried about the nature or appropriateness of a post, air on the side of caution and don't create it. If you have questions, connect with Corban's marketing department for guidance and approval. Even though content will be reviewed prior to posting, this will ensure you don't spend time creating content that won't be fit for Corban social media channels.

**Don't change any account settings.** During the time you have limited access to Corban University's social media account, you may not alter account settings, follow other accounts, accept or send friend requests, change or disseminate the account password, or engage in any personal social media usage while operating under Corban's account. Post only to the University's story feed.

**Don't go "live."** All takeover content must undergo the review process before posting. Only authorized Corban social media account administrators have the authority to create live social media content.



**Don't post flyers or images with large amounts of text.** If you have a lot of information to share, take the time to share it in a short video and caption or overlay text that display important times, dates, locations, and other details.

**Don't post or film posts while driving.**

**Don't be offended if an administrator deletes, or does not approve, a scheduled post.** Corban University social media administrators have a more complete understanding of the many things going on at Corban University, and of its many audiences.

**Don't be afraid to ask questions.** Corban's social media administrators and marketing department are always here to help.



## **GUIDELINES FOR PERSONAL SOCIAL MEDIA USAGE**

These guidelines are not intended to, and do not, restrict or sanction your rights to engage in the personal use of social media outside of those limitations listed in the terms and conditions of your employment.

**You are responsible for what you post on your personal social media accounts.** Excluding cases where an employee's job duties include the use of personal social media accounts on behalf of the University, as authorized by a department head of the University in writing, an employee's personal social media engagement will not be deemed an extension of their employment. As a result, Corban University will not be liable for the results of postings from personal social media accounts.

**Consider your responsibility to the University, your colleagues, the wider Corban community, and the students we serve.** Even when your personal comments and opinions are not officially made on behalf of the University, if you openly or directly identify with the University in any way on your social media accounts, other users may naturally associate your individual views with those of the University. Remember that your individual actions have the capacity to not only misrepresent the University, but to hinder its mission, and dissuade others from becoming a part of (or remaining in) the Corban community.

It might be helpful, when possible, to include a statement on your profile and in posts that indicates that your views are your own and in no way represent the official statements or collective views of Corban University.

### **SUGGESTIONS FOR PERSONAL SOCIAL MEDIA ENGAGEMENT**

- Think before you post.
- Be kind, gracious, and full of love.
- Be mindful of the appropriateness of your content.
- Adhere to intellectual property and privacy policies.
- Do not speak for the University without express approval.
- Do not use the official Corban University logo without approval.
- Do not promote outside companies, organizations, or individuals as if on behalf of the University.
- Act in a way that does not hinder, but rather furthers the Gospel to those who engage with you on social media.

