



Discovery. Diversity. Distinction.

SOCIAL MEDIA

Policies, Guidelines and Tips

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Fresno State recognizes that social media platforms provide unique opportunities to participate in interactive discussions and share information. However, the use of social media can pose risks to the university's confidential and proprietary information, reputation, and can compromise the university's compliance with laws and regulations. To minimize these risks, the procedures set forth herein should be followed by colleges, departments, organizations, clubs, employees, and students who create an official Fresno State social media site or use social media for official Fresno State communication or educational purposes.

I. PURPOSE

The purpose of Fresno State's social media policies is to set forth the procedures that must be followed to establish, manage or use an official Fresno State social media site or page.

II. DEFINITIONS

A. Manager/Content Owner: The individual responsible for monitoring and maintaining an official Fresno State social media site. Manager/Content owner should ensure, to the best of his/her ability, that social media sites under his/her control are free of spam and comply with social media policies.*

B. Social Media: Technology tools and online spaces for integrating and sharing user-generated content in order to engage in conversation and allow users to participate in content and community creation. Examples of Social Media platforms include, but are not limited to, the following: Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Google+, Flickr, Pinterest, podcasts, wikis and blogs.

C. Official Fresno State Communications: Any and all communications conducted in the name of Fresno State.

D. Official Fresno State Social Media Site: Any and all Social media sites that are affiliated with and/or done in the name of Fresno State. All official Fresno State social media accounts must be submitted to university communication and approved for use prior to activation.

III. PROCEDURES

A. Official Fresno State Communications on Social Media Sites

1. Because of the emerging nature of social media, this policy does not attempt to name every current and emerging platform. Rather, it applies to those Social media platforms cited and any other online platform available and emerging including social networking sites and sites with user-generated content.

* Anyone who manages (content owner) and/or monitors an official Fresno State social media site is required to complete at least one social media training workshop.

Examples of social media include but are not limited to the following:

- a. Facebook
- b. Twitter
- c. Instagram
- d. LinkedIn
- e. YouTube
- f. Google+
- g. Flickr
- h. Pinterest
- i. iTunes (podcasts)
- j. Wikis
- k. Blogs
- l. Vine
- m. Snapchat

2. All new and existing official Fresno State social media sites and web pages should be reviewed and approved through an application process submitted to University Communications (See Appendix). The reasons for the application process are to:
 - a. Ensure proper utilization of the University name and brand;
 - b. Verify that the creation of the account/page does not conflict with other accounts already established;
 - c. Ensure all social media that are associated with Fresno State are recorded in the social media directory.

Any Official social media sites or pages that do not receive prior authorization will be subject to review when discovered and may be amended or asked to be removed.

3. University departments, programs, student groups, or others who create an official Fresno State social media site are responsible for naming three "Content Owners" (additional moderators are optional) who are responsible for monitoring and maintaining the site. The content owner's responsibilities include the following:
 - a. Monitoring content for correctness and accuracy.
 - b. Reporting potential violations of personal privacy rights or university intellectual property rights to appropriate campus officials.
 - c. Monitoring and reporting to appropriate campus officials content that is potentially illegal or otherwise inappropriate, such as obscene, defamatory, harassing, or threatening messages.
 - d. Obtaining the expressed consent of all involved parties prior to distribution or publication of recordings, photos, images, videos, text, slideshow presentations, artwork and advertisements whether those rights are purchased or obtained without compensation.
4. Social media may be used by faculty and staff for teaching and educational purposes. However, the use of social media may not be a "required" component of any course or educational program unless stated in the course description as a requirement of the course. All other use of social media by students, faculty and staff must be voluntary.
5. Students shall not be required to share any private information via social media sites for any educational purposes and will not be penalized for not participating in any social media sites for educational purposes.
6. Official Fresno State social media sites must include a disclaimer statement, in the prescribed form, regarding content and opinions contained on the site.

DISCLAIMER: All opinions expressed in Fresno State affiliated posts or comments are not necessarily those of Fresno State and its employees, and we cannot guarantee the accuracy of these posts.

B. Applicable Policies

1. Social media usage at Fresno State is governed by the same policies that govern all other communications and behavior. Fresno State reserves the right to determine which posts are appropriate on our pages, to decide which submissions it will post and how often we will post certain content.

The following policies should be reviewed prior to engaging in official Fresno State social media use or official Fresno State social media communications:

- a. APM: Academic Policy Manual: www.fresnostate.edu/academics/aps/forms-policies/apm/ Pay particular attention to the following policies.
 - o APM 336: University Statement on Faculty Rights and Responsibilities
 - o APM 622-1: Interim Acceptable Use Policy of Information Technology Resources
 - o APM 635: Policy on the Use of the University Name/Logo/Seal
- b. **EO 1096: Sexual Harassment Policy**
 - o **Using University resources (e.g. computers) to threaten or harass anyone is a violation of the Acceptable Use and the Harassment policies, which states "the University will not tolerate unlawful harassment based on race, color, religion, national origin, ancestry, age, sex, sexual orientation, marital status, physical disability, mental disability, or medical condition." Violating any University policy while using social media can trigger disciplinary actions.**
- c. FERPA: Family Educational Rights and Privacy Act of 1974 (20 U.S.C. 1232g)
 - o All official Fresno State social media sites should adhere to FERPA regulations: www.fresnostate.edu/studentaffairs/financialaid/parents/ferpa.html
 - Policy Suggestions: While it's important to check the above link for the complete Fresno State FERPA information, here are some policy suggestions culled from a variety of University sites for instructors who want to incorporate social media into their classrooms:
 - When students are assigned to post information to public social media platforms, they should be informed that their material may be viewed by others.
 - Students should not be required to release personal information on a public site.
 - Instructor comments or grades on student material should not be made public or viewable by other students.
 - Students under the age of 18 should get parental consent to post work.
- d. Statement on Professional Ethics, AAUP, 1987
- e. HIPPA (Health Insurance Portability and Accountability Act): www.fresnostate.edu/hr/documents/HIPAANoticeCSU.pdf
- f. California Code of Regulations, Title 5, Education, Sections 42396-42396.5: Principles of personal information management.
- g. Data Classification Policy <http://www.fresnostate.edu/adminserv/technology/policies/>

- h. Minimum Security Baseline Policy for Network Connected Devices
<http://www.fresnostate.edu/adminserv/technology/policies/base.html>
 - i. Other University Policies:
www.fresnostate.edu/adminserv/technology/policies/univpolicies.html
- 2. Do not post confidential or proprietary information about Fresno State or any of the university's students, employees, or alumni. Employees must follow the applicable federal requirements such as FERPA and HIPAA, as well as NCAA regulations. Adhere to all applicable University privacy and confidentiality policies. All employees of the California State University (CSU) have responsibility to protect sensitive personal data and maintain confidentiality of that data under the Information Practices Act (IPA) and Title 5 (Code: HR 2005-16). Any employee that intentionally misuses personal information or data obtained through employment with Fresno State is subject to disciplinary action up to and including termination (Code: HR 2005-16).
- 3. NCAA regulations: www.ncaa.org
 - a. The Fresno State community (including boosters) and anyone affiliated with the University are asked to maintain a sense of propriety when using social media, in accordance with NCAA regulations.
 - b. The NCAA precludes boosters from "making in-person, on or off-campus recruiting contacts, or written or telephonic communications with a prospect or the prospect's relatives or legal guardians." This includes online communication via Social Media sites.
 - c. A booster is defined by the NCAA as not necessarily someone who contributes financially to a University but anyone who assists in the recruiting of prospects.
 - d. Anyone affiliated with Fresno State should not engage in conversations with potential recruits via social media or any other communication resources unless they are authorized and are in compliance with NCAA rules. Any inquiry from potential recruits through social media should be directed to the appropriate person(s) in Fresno State Athletics.
 - e. It is very important for all entities affiliated with Fresno State to know and abide by all NCAA regulations. If you have questions, contact the Director of Compliance at: 559.278.1825 or email at mnicholson@csufresno.edu
 - f. Fresno State NCAA compliance guidelines: www.gobulldogs.com/compliance/fres-compliance.html
- 4. Copyright and fair use:
 - a. All official Fresno State social media sites should follow the [Guidelines for Copyright Compliance](#) the acceptable use of the [policy of information technology resources](#).
 - b. Contact Fresno State's Chief Information Security Officer about copyright/fair use questions or to report suspected violations: 559.278.3923 or email security@csufresno.edu
- 5. Use of Fresno State brand/name in social media sites:
 - a. Official Fresno State social media sites should use either the official Fresno State logo (specific to the area) and/or the correct name of the University (Fresno State or California State University, Fresno).
 - b. The Fresno State academic seal, gold medallion, old sunburst logo or any self-created logos are **not** permitted on social media sites.
 - c. The [Brand & Graphics Standards Manual](#) prohibits alterations (e.g., changing the color or altering the image in any way) to the logo or the creation of an alternative logo. Do not try to "recreate" the official logo or create one of your own. Contact brand@csufresno.edu.
 - d. When naming a social media site, we recommend using Fresno State, followed by the name of the area (e.g., Fresno State XYZ dept) to help users easily search and find your site.

- e. The use of CSUF, CSU Fresno or FSU is **not** permitted. FS is permitted on Twitter and Instagram due to character restrictions.
- f. If you have questions, contact the Social Media Specialist, Jenny Toste, at 559.278.1645 or jetoste@csufresno.edu.
- g. To ensure proper dimensions and format and to get the official logo for your college/department/unit, please contact brand@csufresno.edu.

6. Fresno State Licensing:

- a. Fresno State has contracted with the Collegiate Licensing Company (CLC) to be the University's exclusive licensing agent to administer the licensing program and to ensure quality control and overall compliance with the use of our university name, wordmark and/or logos.
- b. Fresno State will allow the production and distribution of merchandise bearing its name and marks only through official licensees. Anyone wishing to produce merchandise must be licensed to do so. Licensing & Trademark regulations also pertain to the use of logos and our University name in communication items.
- c. Direct any vendor you wish to place an order with to the Office of Licensing and Trademarks or www.fresnostate.edu/advancement/ucomm/brand/trademark.html to begin the licensing process by completing the necessary application.
- d. Only authorized vendors should be used for any purchases of Fresno State merchandise. For more information, contact the Director of Licensing and Trademarks, Clarence Chiong at 559.278.4451 or cchiong@csufresno.edu

7. Promotional endorsements:

- a. Do not use Fresno State's name or logo to promote a product or cause that is not directly affiliated with Fresno State or without expressed permission from the university (contact the Director of Licensing and Trademarks, Clarence Chiong at 559.278.4451 or cchiong@csufresno.edu).
- b. If you and/or your program chooses to support a cause, it should be noted that these views and opinions are your own and don't necessarily reflect those of the university.

8. Political endorsements:

- a. Fresno State is a campus of the CSU, a public, nonprofit educational entity exempt under Section 501 ©(3) of the IRS code. In order to maintain tax-exempt status, 501(c)(3) nonprofit organizations cannot engage in political campaigning. Nonprofits with 501(c)(3) tax exempt status should be ever vigilant about this prohibition -- a violation could result in severe consequences.
- b. Section 501(c)(3) restricts employees from endorsing a particular political party/candidate when acting in the role of a university representative and/or when using university funding or university issued computers. According to the CSU Handbook of Election Issues, "a public agency may not expend public funds to promote a partisan position in an election campaign: (pg. 1). Cal. Education Code § 66607.
- c. These restrictions include photos or comments within social media in relation to politics. It is the policy of Fresno State that we will not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of (or in opposition to) any candidate for public office or political proposition. Use of University resources to support a candidate or political proposition could endanger Fresno State's tax-exempt status as a 501(c) 3 organization. We adhere to the CSU polices and expect all Fresno State employees to uphold Government Code, section 8314 that states, "it shall be unlawful for any elected state officer, appointee, employee, or

- consultant to use or permit others to use resources for a campaign activity... which [is] not authorized by law” ([Handbook of Election Issues](#), Office of General Counsel, 2012, p. 1).
- d. All employees should read and be familiar with the laws and applications found within the [Handbook of Election Issues](#) for the CSU system.

9. University time and property:

- a. University computers and their use while on University time are reserved for University-related business as approved by supervisors.
- b. Comply with all University [Administrative Policies and Procedures](#).

10. Social media Platforms & Terms of Service: Obey the Terms of Service of any and all social media platforms.

- a. **Facebook Policy:** [Facebook policies](#) and [legal terms](#). Report content that violates Facebook Code of Conduct by using the [official Facebook procedure](#). Please read through all of the policies.
- i. Page vs. Profile:
1. All official Facebook accounts connected with a Fresno State college/department/unit or other Fresno State entity must be a “page” and not a “personal profile,” according to Facebook policies.
 2. Your page name (URL) should start with FresnoState, followed by the name of your entity. For example, FresnoStatePilotProgram.
 3. If you have questions, please contact Fresno State’s Social Media Specialist, Jenny Toste, at 559.278.1645 or jetoste@csufresno.edu.
- b. **Twitter Policy:**
- i. The name “Fresno State” and your specific area should be included with the profile.
 - ii. Do not use CSUF, FSU or CSUFresno on any part of your profile.
 - iii. Due to the character restrictions with Twitter, the use of “FS” in substitution of “Fresno State” is permitted (e.g. @FSAthletics).
 - iv. If you have questions about how to properly name your handle, please contact the social media Director at: 559.278. 2795. Please know and adhere to all Twitter [policies](#).
- c. **LinkedIn Policy:** Follow and adhere to [LinkedIn’s Privacy Policy](#). They also have guidelines that govern third-party usage of LinkedIn APIs and Plugins. You'll find branding guidelines and logos, their terms of use and other helpful information to make sure you're using any APIs as intended.
- d. **YouTube Policy:** http://www.youtube.com/t/community_guidelines
- e. **Pinterest Policy:** <http://pinterest.com/about/privacy/>
- f. **Vine Policy:** <https://vine.co/rules>
- g. **Snapchat Terms of Use:** <https://www.snapchat.com/terms>
- h. **Flickr Community Guidelines:** <https://www.flickr.com/help/guidelines>

*As other social media sites are added, we will include a link to their policies. Please review other social media platform policies periodically for any updates. We expect everyone who has a social media account that is associated with Fresno State to adhere to individual site policies.

GUIDELINES AND TIPS

Students, alumni, faculty, staff, clubs, teams, organizations, institutions — all are voices for Fresno State. When it comes to creating and running social media accounts on different platforms, we believe our audience is best served if we are unified when it comes to content strategies.

The university's social media presence directly reflects Fresno State's identity. As generations move forward, social media sites and the way they represent our university come more into play. Working together, we can create an even more impactful presence, both in brand and in content, if we remain on the same page.

A unified approach will also help during emergencies. If we organize around the main Fresno State accounts, we can have timely updates go out to our audience in the event of power outages, crime or other emergency situations.

Before creating your platform, confer with Jenny Toste in University Communications (559.278.1645) and submit an application to jetoste@csufresno.edu. The social media director can help you by discussing which platform would serve your needs best and how to effectively communicate using various platforms.

GUIDELINES

1. Getting Started

- a. Register your social media site(s) with University Communications (this includes any existing sites) (See Appendix for registration form or contact the Director of Social media at: 559.278.2795 or socialmedia@csufresno.edu)
- b. Before opening a Fresno State-related account of your own, consider the following questions:
 - i. Are we staffed to properly maintain it at a consistent level? Inactivity, or dead accounts, can cause negative reaction toward the university.
 - ii. What sort of content will we be sharing? Is it enough to maintain consistency?
 - iii. Who is our audience?
 - iv. Will we be able to use this account year-round?
 - v. How can we work with the general Fresno State accounts and other account coordinators across campus? Can we spread our message without having to create our own accounts?
 - vi. How will our audience grow? Will it grow? How big is it?
 - vii. What platform will serve us best? Facebook? Twitter? Instagram? YouTube? Some other social media platform?

2. Define Goals

- a. Before you establish a social media account, you should determine what you want to accomplish by using social media for your department, program or unit (e.g. recruiting students, engaging with current students, development, etc.).
- b. Prioritize your goals in order to choose the appropriate tool(s), create relevant content and identify the best way to reach your target audience.

3. Research Different Types of Social Media

- a. Each social media platform has a specific functionality.
- b. Whether your goal is to disseminate information quickly or strike up dialogue around a specific topic, there is a social media tool out there for you and your target audience.
- c. Research different types of social media (e.g., Facebook, Twitter, LinkedIn, Pinterest, Flickr, YouTube, etc.) and identify which ones will best help you achieve your goals.

4. Choose the Best Tool(s) for You

- a. After doing your research, you may find the short, 140-character bursts of Twitter are a good fit for your goals of sending information to students or the community. Or you may have photos, videos and a well-developed community that would be best shared via a Facebook page.
- b. Do not try to do it all at once – choose one tool that best meets your goals and focus on building a strong presence.

5. Establish Staff Coverage of Sites

- a. Determine who will be the primary person(s) responsible for updating and monitoring your site(s).
 - b. Ensure they have the time to check in on the site at least once a day.
 - c. Successful social media sites are updated frequently and provide content that adjusts to timely events and problems and enables easy engagement with users.
 - d. Students are excellent resources for managing your sites but should be properly trained and supervised.
- 6. Create Your Name with Proper Brand**
- a. Use your Fresno State logo/name for your profile image and name of page. Make sure it clearly and concisely identifies your program and its affiliation with Fresno State (see previous section about how to name your account and branding policies).
 - b. Do not identify yourself simply as “Fresno State” as that implies you are speaking for the entire institution.
 - c. Do not use your personal name to name/identify your professional (company) page (e.g. Jane Doe Department of XYZ). Instead, use Fresno State, followed by the name of the department/unit/program (e.g. Fresno State Department of XYZ). NOTE: If your department/unit/program begins with “University” (e.g. University Communications), you should name your site by the dept/unit/program name first and then followed by “at Fresno State” (e.g. University Communications at Fresno State).
- 7. Launch**
- a. You’re ready to communicate to others. Use email lists, your Web site and other communication items to notify your potential audiences that you have a social media presence.
 - b. Notify others with social media presence and similar interests that your site is live by linking to these sites from yours and mentioning them in your posts.
 - c. Include easy-to-find links to your social media presence on your Web site, in your email signature line and on any publications.
- 8. Consider your audiences.**
- a. Social media often span traditional boundaries between professional and personal relationships. Use privacy settings to restrict personal information on otherwise public sites.
 - b. Choose profile photos and avatars carefully. Be thoughtful about the type of photos you upload.
 - c. Set “filters” on your Facebook page to keep inappropriate language from being seen from possible underage viewers.
- 9. Adjust and Update**
- a. Once your site is up and running, you will find some content is popular, some is ignored, and some is just plain cumbersome. Recognize what connects with your fans and try to tailor your posts/tweets/etc. for maximum engagement.
 - b. All social media tools come with easy-to-use tracking tools, so you can see which posts are viewed and shared most, which generate comments, etc.
 - c. Be prepared to realign your posting strategies in response to your fans. Learn what works and doesn’t work.
 - d. Try to respond quickly to questions and promptly clarify inaccuracies, but avoid engaging in debates that are antagonizing or degrading to others.

SOCIAL MEDIA TIPS

- 1. Be transparent.**
 - a. Be honest about your identity.

- b. If you are authorized by your supervisor to represent Fresno State in social media, identify yourself when replying to comments.
- c. If you are a content owner of an official Fresno State social media site, you should make every effort to promote content that supports Fresno State and the campus community. Avoid content that could harm the integrity of the University.
- d. If you choose to post about Fresno State on your personal time, you should identify yourself as a Fresno State faculty or staff member and indicate that these are your personal opinions. Never hide your identity for the purpose of promoting Fresno State through social media.

In December 2009, the Federal Trade Commission implemented regulations requiring bloggers and those who write online reviews to reveal if they have been compensated in any way (including gifts or dinners) or have a relationship to a company, product or service they review. Already a "best practice" for most bloggers, such disclosure is now being enforced. A good resource about transparency in online communities is SocialMedia.org's "[Disclosure Best Practices Toolkit](#)."

2. Be accurate.

- a. Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. When using Facebook, link or give proper credit to the source of origin.
- b. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

3. Be respectful.

- a. You are more likely to achieve your goals if you are constructive and respectful when communicating with others.
- b. Fresno State prohibits the use of communication/information resources to transmit obscene or offensive material or data that causes or encourages physical or intellectual abuse or that causes or encourages harassment, explicit or implied.
- c. Do not delete posts or comments because they express particular opinions or views. Instead, you must promptly report content that you feel may violate law or university policy to appropriate campus officials.

4. Be a valued member.

- a. If you join a social network like a Facebook group or comment on someone's blog, make sure you are contributing valuable insights.
- b. Don't post information about topics like Fresno State events or a book you've authored unless you are sure it will be of interest to readers/fans. Self-promoting behavior is viewed negatively and can possibly lead to you being banned from websites or groups. However, we want to, of course, promote all the great things that are happening at Fresno State and within various areas on campus.

5. Be thoughtful.

- a. If you have any questions about whether it is appropriate to write about certain kinds of material in your role as a Fresno State employee, ask your supervisor before you post.

6. Know the rules.

- a. Become familiar with the terms of service and policies of sites and networks in which you participate. Since technology changes so rapidly, updates happen frequently. Check frequently for updates and review policies to ensure you are current.

7. Keep your personal views separate.

- a. Uphold the University's mission and values in your activities. Don't include political comments that violate the policies outlined previously.
 - b. If you are acting as a representative of Fresno State, keep your personal views separate or note that your comments don't necessarily reflect the views of Fresno State.
8. **Measure your success (Data, Metrics, etc.)**
- a. Use built-in analytics that are provided by some social media platforms to analyze your social media presence and compare it to your original goals.
 - b. You can also use analytics to target your audience.
9. **Think before you post.**
- a. There's no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.
 - b. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed.
 - c. If you are managing a page, you are representing the voice of a specific area at Fresno State. Maintain professionalism.
10. **Be a Fresno State representative.**
- a. Lead the discussion.
 - b. Point users in the right direction and provide them with correct information.
 - c. Be an example of how social-networking sites operate. Show your Fresno State Bulldog pride.
11. **Be aware of liability.**
- a. You may be legally liable for what you post on your own site and on the sites of others.
 - b. Individuals have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).
 - c. Be sure that what you post today will not come back to haunt you.

MONITORING TIPS

1. Clearly state in your site's posting policy that you are unable to pre-approve content posted by others. Assure users that the site is regularly monitored (and actually monitor the site) and that content should comply with social media policies.
2. If a user posts constructive criticism or a negative comment that does not violate any policies, don't delete it. Instead, monitor the conversation. When necessary, intervene to clarify and give correct information. Perhaps by providing further information, you can help solve a problem or direct a user to the appropriate person/department that can rectify the situation. Always use facts in supporting your statements, and, when possible, include links. If the post is clearly a "troll," or someone who obviously is intent on causing problems instead of seeking a solution, it is best to not respond. Remember that not every barb warrants a response.
3. Correct misinformation. If a user posts a false accusation or an inaccurate statement, don't delete it. Instead, respond — in a respectful and friendly manner — with the accurate information. If a user posts an ignorant and/or offensive remark, you can use the opportunity to help educate the person without being condescending, pointing him or her to reliable resources and correcting false impressions. After all, Fresno State is in the business of public education. Educate the public.
4. Fresno State encourages the free expression of opinions and viewpoints of all types. Open dialog is an important component of free speech. As a manager of social media, you should not delete any comments or posts that may be unpopular or represent contrary or objectionable messages. If you believe specific content violates this policy or law, consult with the campus social media director or other appropriate official before taking any action.

5. If you want to avoid unwanted outside posts to your Fresno State Facebook page, we encourage managers/content owners to change their Facebook settings to allow comments only and to not allow outside posts.
6. One of the most important things to remember when moderating social media is that these conversations take place somewhere on the Internet. Providing a forum for them gives the University a chance to monitor what is being said, to correct any misconceptions and to provide accurate information to all users. Removing a discussion from your site doesn't eliminate the discussion. If you allow it to take place, users will stick around.

TIPS FOR HANDLING NEGATIVE POSTS

When you've developed a vibrant social media community, it's inevitable that you'll get some negative posts. Most of these posts, handled well, create an opportunity to strengthen your community by solving a problem or generating a good discussion. Some may require a team response. Here's an overview of what to do.

1. **Take a deep breath.** It's important to be calm, thoughtful and strategic when dealing with a negative post. The person who wrote the post is often upset and may have launched a personal attack. Don't react spontaneously but instead, take the time to consider whether and how to respond.
2. **Analyze.** Think about what is being said and decide the best course of response. You'll want to have a conversation, either publicly or privately. It's fruitless to try to have a conversation with a "rager" (the social media term for a person who is chronically angry) or a "troll" (the term for a person who enjoys stirring up trouble). You can usually tell the difference by looking at other posts by that person.
3. **Confirm facts.** Make sure you know the facts and current University policies and procedures related to the post. Contact a supervisor in the affected area. He or she may have handled similar issues before and can help you craft a response. Use the Fresno State directory to find the right person: <http://directory.csufresno.edu/>. In some cases, you may want to send a direct message to the person who wrote the post to get additional facts.
4. **Sympathize; consider whether to apologize.** Often people who are upset simply want to know their complaint has been heard. Saying, "I'm sorry that you're unhappy. How can I help?" can go a long way toward turning a complaint into a conversation. An apology conveys that the University has done something wrong. If you, your supervisor and the supervisor of the affected area agree that a mistake was made, then an apology is appropriate. If no wrong on our part has been done, simply ask how you can help and assist the person. Kindness and customer service can go a long way.
5. **Consider going offline.** In many cases, the person who wrote the post will be willing to talk with you if you provide your work email address. This is important to preserve people's privacy or to get all the facts before finding a resolution. If you and the person work out a solution, consider whether to add a post that you successfully resolved the situation. Note: If you give an email or phone number, make sure it is a Fresno State issued communication item. Never give out personal information.
6. **Say "Thanks."** Social media depends on conversations to thrive. And, one of social media's great strengths is its ability to help identify issues. It's good practice to thank people for their posts/comments/tweets, even if they are complaints or otherwise negative. For example, recently someone tweeted that the internet connection at @Fresno_State was driving her crazy. We took the opportunity to tweet back to her and tell her that we would talk with our IT to see if there was an issue. Instead of continuing to rant, the person thanked us. Use judgment here—you don't want to thank someone for posting something that violates community guidelines.
7. **Clarify.** Sometimes social media posts are so brief that they can be misunderstood. Make sure your intent is clear. You also may want to be sure you understood the intent of the person who posted or tweeted; if the person seems really upset or the topic is sensitive, you may want to do this offline.

8. **Monitor.** Often a broad, hostile statement draws no attention at all. Keep an eye on it, and if no conversation develops, leave it alone. You may want to contact the person privately to see if you can provide assistance.
9. **Let your group help.** Frequently, other members of your social media community will spontaneously rise to the University's defense with counterarguments and useful information. Allow time for this to happen. Learn to know when to jump in and comment and when to allow others to jump in.
10. **Use the channel's rules.** Every social media channel—Facebook, YouTube, etc.—has rules in its Terms of Service regarding hate speech, harassment and similar attacks. Cite these rules when you remove such posts and, if necessary, block repeat offenders.
11. **Don't remove content or take a page offline** unless there is a specific violation of Fresno State policies or the specific social media site's policies (check with your supervisor or the University social media director). As a University, we respect everyone's First Amendment rights. Because of this, we don't remove content simply because it is negative or goes against our individual beliefs. Organizations that remove content simply because that content is unflattering lose the trust of their audience and risk public backlash.
12. **You are not alone.** A number of people at Fresno State have experience in social media, crisis communications and the specific needs of groups such as students, alumni or community activists. If you are unsure how to proceed, contact the Social Media Director or University Communications

PERSONAL ACCOUNT TIPS

As employees at Fresno State, what we do and say reflects directly back to the institution, including our activity on social media. If you work in the field of communications, what you say on your personal accounts and networks will reflect directly on the university and on your career. The blending of public and private communications is a new reality.

While we like to think our personal accounts are private, it is hard for others to distinguish the difference between our personal and professional opinions online, especially when our personal accounts make reference to our employers.

It is important to remember this when posting content online in personal accounts. Think twice when posting items that could reflect negatively on Fresno State and remember that social media is not private, no matter how strict you are with your privacy settings. If you don't want something to be seen by the public, keep it off social media. Realize that whatever you post can eventually be seen by coworkers, bosses, friends, family and even future employers. Use your personal accounts thoughtfully.

Things to think about when posting on personal social accounts

1. *Avoid anonymity, and **represent yourself truthfully**. Anonymous profiles can lead to more negative content.*
2. ***Post within reason** and don't overdo.*
3. ***Accuracy.** Be sure that what you put online is factually correct and doesn't reveal sensitive information.*
4. ***Once it's out there, it's out there forever.** Think of yourself as always being on record. Avoid saying anything you wouldn't be comfortable saying to your co-workers.*
5. ***Proof and reproof.** Before you hit the 'post' button, reread what you've written. What you are about to post will be associated with your name forever.*

APPENDIX A

Facebook Posting Policy

The following sample language may be posted on your site to inform users of your posting policies:

Fresno State welcomes interaction on its social media sites (e.g., Facebook, Twitter, LinkedIn, YouTube, Instagram, etc.). We welcome discussions about Fresno State programs, issues, events and activities but we request that comments posted be on-topic and respectful of the rights and opinions of others.

All content and comments on Fresno State's Facebook page are governed by [Facebook's Statement of Rights and Responsibilities](#), which state that users may not (a) "post unauthorized commercial solicitations (such as spam)"; (b) "bully, intimidate, or harass any user"; (c) "post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence"; or (d) "do anything unlawful, misleading, malicious, or discriminatory." We urge you to report prohibited content to Facebook by selecting "report as abuse."

Fresno State reserves the right to moderate and remove inappropriate posts. We encourage you to share your opinions and comment freely; however, if your comments are advertising (for non-Fresno State events, programs, opportunities or items), spam or go against Facebook policies, they will be deleted. While Fresno State supports free speech, comments posted by others on Fresno State's social media do not reflect the opinions or policies of Fresno State or its employees and we cannot guarantee the accuracy of those posts.

Users, please ignore the trolls. Some Facebook users will deliberately post comments on the page in order to elicit responses from other users. Don't get baited into an argument no one can win.

This policy is subject to change at the discretion of Fresno State.

If you have an event or story you would like the university to showcase, or have questions, please email us at: socialmedia@csufresno.edu.

APPENDIX B

Social Media Registration Form

Social Media Terms

Read the terms and complete the form at the bottom of the page. You may submit the completed form to socialmedia@csufresno.edu. University Communications will review your submission and respond to submission in the order they were received.

Fresno State Social Media Manager/Content Owner/Moderator Terms and Agreement

1. Each Manager/Content Owner/Moderator/Administrator should be familiar with, and agree to comply with Fresno State's Social Media Guidelines and the suggestions listed in the Fresno State Content Owner/Moderator Terms and Agreement Form.
2. To prevent stagnant conversation, social media content should be refreshed routinely.
3. To utilize social media efficiently, all social media platforms should have a specific purpose and topics should be relevant to the mission of Fresno State and/or your specific program.
4. All comments are moderated. Comments that are obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or any other person or entity are not approved. Owner/Moderator agrees to take all reasonably possible steps to prevent and eliminate non-approved comments and understand that it may be necessary to discontinue the use of the social media if such comments cannot be eliminated or prevented.
5. Please remember that all laws and policies apply, including but not limited to HIPAA laws, privacy, security and safety policies. We suggest that you take time to review these policies. Please consult your supervisor if you have questions about the appropriateness of your or anyone's comment. For all other concerns, consult your supervisor. For all issues or questions about a comment, please take a screenshot and send that to your supervisor.

If you have specific questions about setting up new social media accounts, please contact socialmedia@csufresno.edu.

Please complete the following registration form. All social media accounts should be registered with University Communications so that they can add them to the Social Media Directory (online site under development)

Complete the following registration form and submit to University Communications to obtain approval of name. Please do not set up your social media account(s) prior to obtaining approvals.

Submission Form

Date: _____

1. Name of person(s) who will be managing and moderating the social media site (s)

2. The person in charge of managing the social media account is:

- a. Staff ___
- b. Faculty ___
- c. Student ___
- d. Other (please specify) _____

3. Department/Unit/Program: _____

4. Phone: _____

5. Mailstop: _____

6. Email: _____

7. Which social media platform do you want to acquire?

Facebook ___	Twitter ___
Instagram ___	YouTube ___
Pinterest ___	LinkedIn ___
Flickr ___	Other ___ (Please specify) _____

8. Which social media platform do you already have for your dept/unit/program?

Facebook ___	Twitter ___
Instagram ___	YouTube ___
Pinterest ___	LinkedIn ___
Flickr ___	Other ___ (Please specify) _____

9. What name are you going to use for your account's page/handle/etc. (if you already have an account, please include the existing URL):

Facebook: _____

Twitter: _____

Instagram: _____

YouTube: _____

Pinterest: _____

LinkedIn: _____

Flickr: _____

Other: _____

10. What is the primary purpose for the social media account(s)?

Resources

Portions of this document have been adopted from or inspired by the following sources:

Baird, Derek E. "Social Identity, Knowledge Management, and Member Roles in Online Communities." *Barking Robot*, 6 October, 2010.

Ball State University's Social Media Policy.

<https://cms.bsu.edu/about/administrativeoffices/umc/whatwedo/interactive-marketing/gettingstarted/webpolicies/socialmedia>

Careaga, Andrew. "Social Media Planning and Policies: The View from the Ground." *Higher Ed Marketing*, 7 November, 2010.

DePaul University's Social Media Guidelines. <http://www.depaul.edu/Pages/social-media-guidelines.aspx>

Duke University's Social Media Policy. <http://socialmedia.duke.edu/>

Loyola University Chicago's Social Media Policy.

<http://www.luc.edu/news/policiesandguidelines/socialmediapolicy/>

Oregon State University's Social Media Policy. <http://oregonstate.edu/main/social-media-policy-and-guidelines>

University of Houston's Social Media Policies: <http://www.uh.edu/policies/social-media/>

UMass Boston's Social Media Policy. http://www.umb.edu/news_events_media/social_media/policy

University of Missouri's Social Media Guidelines. <http://identity.missouri.edu/social-media/guidelines.php>

Vanderbilt University's Social Media Handbook.

<http://www.mc.vanderbilt.edu/root/vumc.php?site=socialmediatoolkit&doc=26923>

West Virginia University's Social Media Guidelines.

http://web.ur.wvu.edu/policies_and_guidelines/social_media

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