

WISCONSIN LUTHERAN COLLEGE

Social Media Policy

This is the official social media policy for faculty, staff, and students engaging on social media for or on behalf of Wisconsin Lutheran College.

At Wisconsin Lutheran College, we recognize the popularity, importance, and influence of social media as a communication medium in both the personal and professional lives of our faculty, staff, and students. We also recognize that social networks, blogs, and websites are forms of external and public communication; therefore, the Office of Marketing and Communication is responsible for overseeing, managing, and maintaining all official college-branded social media accounts, websites, and blogs.

College faculty, staff, departments, offices, and programs may desire to create an internal or external social media or web presence. Any college-sponsored or college-branded external social media accounts, websites, and blogs must be approved, prior to creation, by the Office of Marketing and Communication.

The purpose of all external communication mediums on behalf of Wisconsin Lutheran College is to support the overall mission and ministry of the college. All social media or online activity that is deemed or interpreted as detrimental or not in alignment with the Christian mission of Wisconsin Lutheran College may be removed or reported by the Office of Marketing and Communication.

1. Employees engaging on social media sites, websites, or blogs, whether college-sponsored or personal, are subject to policies set forth by the Office of Human Resources at Wisconsin Lutheran College.
2. Students engaging on social media sites, websites, or blogs, whether college-sponsored or personal, are subject to guidelines and enforcement set forth by the Student Handbook, Code of Conduct, and the Office of Student Affairs at Wisconsin Lutheran College.

All social media accounts must adhere to the terms of service as defined by each site operator. In addition, the posting of confidential or proprietary information is strictly prohibited. All accounts must adhere to state and federal laws and regulations related to the security and privacy of information (e.g. FERPA and HIPAA) and, when applicable, NCAA guidelines, as well as Wisconsin Lutheran College copyright, trademark, and privacy policies. Links to external content or sites should not necessarily be viewed as an endorsement by Wisconsin Lutheran College of the organizations, viewpoints, or content contained therein.

Due to the continually evolving nature of social media and online technology, Wisconsin Lutheran College's social media policy is subject to change. The Office of Marketing and Communication will communicate any changes, as they are made, to the Wisconsin Lutheran College community and post an updated version of the policy on the college's website.

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Social Media Guidelines

In addition to the official social media policy, the Office of Marketing and Communication has developed a set of operational guidelines for the creation, use, and administration of social media accounts.

Primary Accounts: Wisconsin Lutheran College (Tier 1)

For example: The Wisconsin Lutheran College website, @InsideWLC on Twitter, or the official Wisconsin Lutheran College pages on Facebook and LinkedIn.

Wisconsin Lutheran College wholly owns and operates the primary branded accounts across all social platforms. Primary accounts are administered by the Office of Marketing and Communication. Any site operated by an individual impersonating an official Wisconsin Lutheran College account may be subject to removal and if warranted, criminal or civil action. The Office of Marketing and Communication reserves the right to report terms of service violations to site operators.

Secondary Accounts: Colleges, Departments, Offices, and Programs (Tier 2)

For example: The College of Adult & Graduate Studies on Facebook, @WLCTheatre on Twitter, or WLC Sports on Instagram.

- All accounts must be approved, prior to creation, by the Office of Marketing and Communication.
- At least one member of the Office of Marketing and Communication (or a designated Wisconsin Lutheran College faculty or staff member) must be an administrator on the site and/or have access to account login information.
- The Office of Marketing and Communication may ask for a strategic content plan and an editorial calendar prior to approving the creation of a social media account, website, or blog. Relevant content should be posted in a timely manner, avoiding under/over use of a social platform.
- Content and engagement must be authentic, professional, and consistent, positively supporting and advancing the mission of Wisconsin Lutheran College. Avoid copyright or trademark infringement, discriminatory language, libel, slander, foul language, confidential, and proprietary information.
- The Office of Marketing and Communication reserves the right to post content, edit content, and delete content, when appropriate.
- Assume that all content posted to social media sites, websites, and blogs is public and permanent. Remember that department sites do not necessarily represent Wisconsin Lutheran College as a whole, but do reflect on the college. Links to content or external sites should not necessarily be viewed as an endorsement of the organizations, viewpoints, or content contained therein.
- All sites must adhere to the terms of service provided by the respective site operator (*e.g. Departments must create and engage on a Facebook page, not a Facebook profile*).
- All content and logos must adhere to the college's visual identity guide.
- If unsure, keep in mind the Christian mission and ministry of Wisconsin Lutheran College. Contact the Office of Marketing and Communication for assistance.

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Tertiary Accounts: Affiliated, Non-Official (Tier 3)

For example: Admission counselors on Twitter, @WLCsenate on Twitter, student clubs and organizations, FTEA's website, and individual course accounts.

- Certain departments may ask individuals to participate as part of their club membership or employment (*e.g. Admissions*).
- Assume all content posted to social media sites, websites, and blogs is public and permanent.
- Be professional and genuine; write in the first person and make connections to Wisconsin Lutheran College clear and authentic. Individuals are encouraged to use the following disclaimer: "The views expressed do not necessarily represent the views of Wisconsin Lutheran College."
- For group, club, organization, and course accounts, please ensure that a faculty or staff member at Wisconsin Lutheran College (*e.g. advisor or professor*) has access to account login information and/or administrator rights.
- The use of official Wisconsin Lutheran College logos and brand attributes must be requested and approved through the Office of Marketing and Communication. Reference the college's visual identity guide for further information.
- Avoid using the term 'official' within site biographies or descriptions. Requests for an account to be considered an official branded account for or on behalf of Wisconsin Lutheran College should be made to the Office of Marketing and Communication.
- Refrain from commenting, speculating, or discussing college topics, students, or employees if it may be considered sensitive, privileged, confidential, or detrimental to the well-being of an entity or the mission of Wisconsin Lutheran College.
- Remember: Individuals are legally liable for what they post on social media sites, websites, and blogs. Avoid copyright or trademark infringement, discriminatory language, libel, slander, foul language, confidential, and proprietary information.
- If unsure, keep in mind the Christian mission and ministry of Wisconsin Lutheran College and existing student, faculty, and staff policies. Contact the Office of Marketing and Communication for assistance.

Non-Sanctioned or Personal Sites (Tier 4)

- Wisconsin Lutheran College encourages faculty, staff, and students to use social media and online sites in a way that appropriately reflects the Christian values and mission of Wisconsin Lutheran College.
- Use of Wisconsin Lutheran College logos and branded elements on personal sites without permission is prohibited. Do not use Wisconsin Lutheran College or its logo to promote products, causes, or political candidates.
- Accounts impersonating Wisconsin Lutheran College will be immediately reported to the site operator.
- The Office of Marketing and Communication recommends that all faculty, staff, and students be mindful of privacy settings and appropriately determine the type of information shared within their various networks.
- While the Office of Marketing and Communication does not seek to monitor personal sites, the college reserves the right to address any issues that violate policies set forth by the Office of Student Affairs, Office of Human Resources, Wisconsin Lutheran College visual identity guide, or the social media policy of Wisconsin Lutheran College.