



Social Media Policy & Guidelines

2022 - 2023





Overall Goal

Milligan University will use social media to better engage its constituents with informative and positive branding multimedia.

Introduction

Through free social media applications, Milligan has additional channels of communication with its constituents (e.g., current and prospective students, alumni, the public), especially those who are technologically inclined. Social media provides additional means for constituents to connect with us, as well as provide us with important feedback. It also allows us to share photos, campus events and activities, and other important information.

Milligan's social media objective is to connect and share our story by listening, engaging, and energizing our constituents. Congruent with these objectives, Milligan University social media will be used to:

- Solicit constituent/community feedback
- Respond to constituents
- Monitor information about Milligan University
- Publicize programs, events, and activities
- Share photos and videos of sponsored events and activities
- Keep the brand fresh and up-to-date
- Put a human voice to the brand

Milligan University utilizes the following free social media applications:

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- Blogs
- Others as identified

Creating a Social Media Account

Before your department or club considers creating a new social media page or account, ask yourself:

- What is your purpose and do you have enough information to warrant an independent social media site?
- Who is your intended audience (current students, prospective students, alumni, the public)?
- Do you, or someone in your department, have enough time and information to post regularly (at least 3 times a week, year-round)

If you still feel it's necessary to create a site, please submit your plan to your appropriate cabinet member or Vice-President. We want to help you in this process, and we strive to maintain up-to-date records of all social media pages and accounts. Student clubs and organizations may also create social media platforms, but check with your advisor and Dean of Students for approval prior to requesting an account with PR.

In an effort to increase cyber security around our social media platforms, all new accounts will be initially set up by the PR/Marketing Office and will be equipped with two-factor authentication. A member of the PR/Marketing Office will be listed as an administrator on the account to provide continuity with student and staff transitions.

PR/Marketing Office monitors all official social media pages, but primarily takes a “hands off” approach after turning the new account over to the respective page managers. However, the PR/Marketing Office may intervene under the following circumstances:

- Cyber security issues
- Posts or messages inconsistent with the university mission and values or with the guidelines outlined in this document.
- Emergency situations
- Community concerns
- Harmful or threatening messages

Starting the Process for New Accounts

1. Seek approval from the appropriate cabinet member.
 - Academic Departments - Dr. Garland Young
 - Athletic Departments - Christian Pope
 - Student Clubs & Organizations - Tony Jones
2. Once approval is given, a member of the PR/Marketing team will connect with you to begin setting up your new account.
3. Once you have reviewed and signed Milligan's social media policy you will then be provided login information for your account.

Milligan's Social Media Guidelines

These are the official guidelines for social media at Milligan. If you're a Milligan employee or student leader creating or contributing to blogs, social networks, virtual worlds, or any other kind of social media, these guidelines are for you. We expect all who participate in social media on behalf of Milligan to understand and to follow these guidelines. Violations of this policy may result in subsequent actions or suspension of a social media account. Official MU branded logos are only for groups with clear oversight from staff (SGA, Drumline, Honors, Goah Scholars, etc.). The PR student designers can assist with club logo development, as time allows, or the PR and Marketing team may review and approve logos designed by others. Otherwise, photos may be used for the avatar and/or cover with review and approval by the PR and Marketing team.

DO:

1. Identify yourself — name, and when relevant, role at Milligan — when you discuss Milligan or Milligan-related matters.
2. Always consider Milligan's image when posting online and think before you publish! Since Milligan employees are personally responsible for the content they share via social media or the internet, remember that what you post reflects on the university. While posts can be deleted, often others will have already seen or shared the post.
3. Check and double-check grammar. A missing comma or misspelled word reflects on Milligan's image of being a prestigious institution of higher learning.
4. Try to add value with posts. Provide worthwhile information and perspective. Consider content that's open-ended and invites response.
5. Stick to your area of expertise and provide unique, individual perspectives about what's going on at Milligan and your department.
6. Share content from the main Milligan social pages, or other department pages, and help publicize upcoming events.
7. Let photos and videos tell the story, when possible.
8. Use hashtags when appropriate to generate more engagement, especially on Twitter and Instagram.
9. When appropriate, tag others when posting on behalf of the university, or encourage others to tag the post.
10. Monitor comments on your page and reply in a timely manner, when a response is appropriate.
11. Post meaningful, positive, and respectful comments, even when presented with angry or profane comments on your page. We don't want to inflame conflict; rather it should be addressed in a calm and civil manner. Contact pr@milligan.edu for assistance or advice.
12. Respect copyright, fair use, and financial disclosure laws.
13. Abide by FERPA regulations in higher education and other applicable privacy laws.



DON'T:

1. Do not solicit donations for your department or program without prior approval from your area Vice President and the Office of Institutional Advancement.
2. Don't comment on political matters when representing Milligan, as it could jeopardize tax-exempt status. Also, refrain from posts that might cause intense political discussion. Our goal is to create a positive social environment.
3. Don't provide confidential or proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to Milligan.
4. Don't generate or share content that is considered to be inconsistent with the Milligan's mission or values.
5. Don't use obscenity, insults, or critical remarks. When disagreeing with others' opinions, keep it appropriate and polite. There can be a fine line between healthy debate and incendiary reaction. Do not denigrate other institutions and organizations or Milligan.
6. Do not attempt to change the name of your account or page with our prior consent of the Public Relations/Marketing Office.
7. Do not attempt to change the password of your account or page with our prior consent of the Public Relations/Marketing Office.
8. Branded assets may only be used with prior approval from PR/Marketing and should be consistent with Milligan's brand guide found at www.milligan.edu/PR.
9. Don't post anything that could be considered discriminatory against, or bullying or harassment of, any individual or entity.
10. Don't comment, like, or follow other accounts that contain content that may be perceived as offensive or inconsistent with Milligan's mission or core values.

When in doubt, contact the PR/Marketing Office, pr@milligan.edu, for help or advice.

Milligan University
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