

Louisville Seminary Social Media Guidelines

This document contains the Department of Communication's guidelines on social media use for Seminary students and employees.

Social media platforms offer Louisville Seminary opportunities to engage our audiences in a relevant way. Audiences that benefit from Seminary social media outreach include: prospective and current students, parents, alumni, faculty and staff, donors and others.

Sample social media includes: Facebook, LinkedIn, Twitter, YouTube, Blogger and other blog apps, Flickr, Vimeo, etc.

Making good use of social media can help Louisville Seminary

- Engage target audiences
- Share pictures
- Tell stories
- Distribute news
- Organize groups
- Create visibility
- Monitor reputation
- Promote events

But one of the characteristics that make social networking so attractive – that it is so public – also makes its use a bit risky. Social media is immediate and can be unpredictable, permanent and public.

Within the last few years, the growing popularity of social media has changed the way we communicate as individuals and as an Institution. Louisville Seminary recognizes the power of social media, and the opportunity it provides to communicate with students, faculty, staff, parents, alumni and other constituents.

It is important to recognize, however, that the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning the Seminary also apply to student and faculty social media use.

Any questions regarding these guidelines may be addressed to the Department of Communications.

Guidelines for Louisville Seminary Departments

Identity Management

Specific departments are strongly discouraged from creating their own Facebook pages and Twitter handles that are directly tied to Louisville Seminary. Multiple pages and Twitter handles cause confusion and prevent brand and message consistency.

Departments wishing to engage Seminary audiences via social media should contact the director of communications.

Departments that have already established their own social media identities (such as the Women's Center) should abide by the following guidelines:

- Appoint at least two administrators, one of whom should be a full-time faculty/staff member.
- Include full contact information for the department (physical address and e-mail should suffice).
- Follow or "like" Louisville Seminary's main Twitter feed and Facebook page to prevent duplication of communication efforts and to encourage cross-promotion of messages.
- Use the Louisville Seminary logo on your page.
- Include a link to <http://www.lpts.edu>.
- Check with the Communications department to confirm facts about upcoming events, etc., before you post.

Social Media Best Practices

- "Friending" between professors and students and supervisors and employees is discouraged.
- Be honest about who you are. Do not "Catfish."
- Cite sources and use the "share" function to relay information exactly as it was posted by someone else.
- Use good judgment when responding to comments. Provide corrections when necessary. Do not engage in arguments. Delete derogatory or inflammatory comments.
- Ask permission before tagging individuals in photos.
- Remember that the value of social networking is the community of users you bring together and the contributions they make. Ask questions to engage your audience and build your following. Post once daily (at least).
- Use links to relevant videos, mainstream news articles and Seminary news items to drive web traffic to lpts.edu.

- Whenever appropriate, link back to information posted on the Seminary website instead of duplicating content. When linking to a news article about Louisville Seminary, check first to see if you can link to a release from the “News” section of lpts.edu. (<http://www.lpts.edu/about/news>)
- If you make an error, correct it quickly.
- Understand that social media is not private. Even if your privacy settings restrict your comments from being shared, they can always be copied and pasted. Even if you delete a post, search engines and archival systems can save information that can turn up posts visible to the public.
- Recognize the culture and etiquette unique to social media use. Don’t use the excuse, “I didn’t know; I’m not very tech-savvy.”

Social Media “Don’ts”

- Don’t use social media to harass, threaten, insult, defame or bully another person or entity.
- Don’t share confidential information online.
- When in doubt, don’t post a questionable comment.
- Don’t post or store content that is obscene, pornographic, defamatory, racist, violent, harassing, threatening, bullying or otherwise objectionable.
- Don’t post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions.