



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

SOCIAL MEDIA POLICIES, GUIDELINES, & PROCEDURES

December 2023

CONTENTS

Policy Purpose
Employee Responsibility
Engagement Guidelines
Privacy
Account Creation
Posting on main Hilbert social accounts
Social Media Takeovers & Agreements (Instagram & TikTok)

Policy Purpose

The purpose of a social media policy is to provide campus community members professional guidelines on how to best represent Hilbert College in an online space (ex. Facebook, Instagram, X/Twitter, LinkedIn, TikTok, Snapchat, etc.). These policies ensure brand consistency, authenticity, trustworthiness, and serve to protect Hilbert College's reputation.

These policies apply to use of all Hilbert College branded social media by students, faculty, and staff including representation or discussions regarding the College or members of the college community.

Usage Guidelines

Do not post confidential information about Hilbert College, students, employees, or alumni. Employees must not only follow federal laws such as FERPA and HIPAA, and NCAA regulations, but must also adhere to all applicable higher education privacy and confidentiality policies.

Be mindful of the copyright and intellectual property rights of others and of the College.

Do not use the Hilbert College brand or logos for political or product endorsements; this includes the Hilbert College logo and any imagery or iconography.

Follow the guidelines or terms of service of any social media platform.

Rules & Best Practices

When posting to any Hilbert College social media account, communicating with members of the Hilbert community, or discussing the College on any site, on your personal account, phone, computer or any device without using the College network or equipment:

- **Think first and then post** - Deleting a post after it has been published does not guarantee it hasn't been seen by others. Posts may be screen captured and comments may be saved or resurface later on web browsers. If you wouldn't say it to the media, or a prospective student or family consider whether you should post it online.
- **Be respectful** - Remain respectful of the views of others, even if you disagree. Post responses should be considered carefully and reflected in the institutional voice.
- Bullying, hateful, inappropriate, discriminatory, or violent language is not tolerated on any Hilbert social media channels.
- **Maintain authenticity** - Be sure to only post truthful, accurate, and complete information in describing Hilbert College programs, student services, and financial aid.
- **Personal account posting & sharing** - Disclose that you are an employee of Hilbert College and your views are not necessarily the views of the institution. Share posts directly from the College's official social pages for the most accurate information and to ensure original external links remain for tracking purposes.
- **Remember your audience** - The official Hilbert social media pages are intended for multiple audiences including: current and prospective students, parents, faculty, staff, and the general

public. Be sure to ask yourself if the content you are posting would be appropriate for all of those audiences. (Example: If a student event is posted on the main page, is it ok if everyone in the Hamburg community attends this event? Would it be more appropriate if it was an email, flyer around campus, digital sign, or posted on the Hilbert Involvement social media page for internal use only?)

For any questions or concerns about posting or posts found on social media, please reach out to the Office of Marketing & Communications at marcom@hilbert.edu.

Account Creation

Disclaimer: the Office of Marketing & Communications reserves all rights to remove and deactivate any Hilbert College branded accounts/accounts that use the Hilbert College name that violate College policies or are deemed inappropriate.

- All social media accounts must be created through the Office of Marketing & Communications.
- It is crucial that a social account is not created prior to receiving a general Hilbert email. In event that the account holder leaves Hilbert, forgets the password, loses access to the account, we cannot access a private email to reactivate it or gain access.
- For brand consistency, one social media account per platform is permitted.

To create a new account:

Step 1 – Submit a form through the Marketing ticket system. In the description, explain what the account will be used for and who will be responsible for running it.

Step 2 – Hilbert's social media manager will reach out to you through the ticket system and then submit an IT ticket on your behalf to have a general email created. Please be patient as this step may take some time.

Step 3 – Once the general email has been created by IT, Hilbert's social media manager will forward it to you to activate your Microsoft Outlook account.

Step 4 – Create your social media account. Credentials **MUST** be shared with the social media manager.

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What do I need to know?

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What is the process for account creation?

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