

# Goddard College

## Social Networking Guidelines

### Overview

These guidelines are intended to inform the official use of social networks by Goddard College employees and students; to clarify the difference between official use and personal use; to call awareness to federal or state laws that pertain to social networking; and to provide information about best practices for the benefit of individuals and of the Goddard community.

In this document, “social networking” refers to websites such as Facebook, MySpace, LinkedIn, Twitter, and other online communities of individuals.

Social networks have become a vibrant part of life, both personal and professional; these networks are also useful tools for representing the College.

In this document:

- I. Engaging in social networks personally and professionally
- II. Use of the Goddard College name, logo, materials
- III. Connecting to Goddard through social networks
- IV. Goddard’s official presence on social networking sites
- V. Goddard College Social Networking Protocols
- VI. Other resources

### **I. Engaging in social networks personally and professionally**

When engaging in social networks, carefully consider how much information you share about yourself, the network privacy settings, and the messages and pictures you post. You do not have to “friend” or “connect” with anyone you don’t want to. Consider the content you post and where you post it: your thoughts, opinions, and ideas are your own, but consider if you want your colleagues, students, or others to see certain opinions.

There really is no privacy on social networks: everything on the web is searchable, even for long periods of time after the content has been deleted. The information posted on social networks is also public information, not private. This holds true even if you set your postings to private. This especially holds true if you use College equipment or e-mail to access social networks.

All laws apply to the world of social networks, including FERPA, copyright and intellectual property right laws, HIPPA, non-discrimination laws, etc. The standards and policies of Goddard College also apply, including policies outlined in the Goddard College Employee Handbook. This does not infringe upon your right to free speech. However, if, for example, you reveal confidential information about your workplace on Twitter, all laws and policies take effect.

# Goddard College

## Social Networking Guidelines

### II. Use of the Goddard College name, logo, materials

Questions, decisions and permissions for the use, on social networks, of the name Goddard, Goddard College, logos, seals, and all marketing materials are referred to the Dean of Institutional Advancement, Julie Martin, at [julie.martin@goddard.edu](mailto:julie.martin@goddard.edu).

### III. Connecting a network to Goddard College

College employees, students, and alumni who wish to start a group/page/network/profile for official purposes (like representing a College program or department) can contact the Outreach Coordinator for information and advice. Everyone is encouraged to use and expand *existing* College networks. The Outreach Coordinator should be informed of new Goddard networks and added as a co-administrator.

Groups that don't attempt to represent the College in any official capacity are a great way for communities to "gather", whether they are alumni, students, or student groups. These groups do not need a Goddard staff member as a co-administrator, but are welcome to contact the Outreach Coordinator for advice or support.

Every official group/page/network/profile is a public face of the College and will be invited to develop an appropriate use of the logo and College description in consultation with the Outreach Coordinator. The Outreach Coordinator is available to help determine the audience, goals and other components of a successful social network.

### IV. Goddard's official presence on social networking sites

[www.facebook.com/goddardcollege](http://www.facebook.com/goddardcollege) - used for general community building; open to students, faculty, staff, alumni, friends, prospective students, etc.  
[www.youtube.com/goddardcollege](http://www.youtube.com/goddardcollege) - used to store, share, and publicize videos  
[www.flickr.com/groups/thegoddardcollege](http://www.flickr.com/groups/thegoddardcollege) - used to store, share, and publicize pictures.  
[www.twitter.com/goddardcollege](http://www.twitter.com/goddardcollege) - used for real-time updates, such as residencies, events, speeches, etc.

### V. Goddard College Social Networking Protocols

The Outreach Coordinator oversees the official Goddard College presence on social networks, outlining the primary use of the network, the audiences, the frequency and delivery of messages. There is a spectrum of engagement so that each network remains lively and useful.

For all news that we post, we seek permissions from the Goddard student, employee, or graduate. This ensures that we don't violate privacy or FERPA laws, but also allows us to build, sustain, and continue a relationship with the individual.

The Outreach Coordinator monitors the web on a daily basis for "mentions" of Goddard.

# Goddard College

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If a negative message is posted, the Outreach Coordinator will respond as it is appropriate to the medium. If a response is required, we will contact the appropriate Program Director or Administrator for assistance.

### **VI. Other resources:**

“Social media tools for marketing and communications” from the UC Davis Communications Council [http://commcouncil.ucdavis.edu/social\\_media/tools/index.html](http://commcouncil.ucdavis.edu/social_media/tools/index.html)

“Staying Safe on Twitter – Safe Tweeting” from Bullying UK  
<http://www.bullying.co.uk/index.php/young-people/cyberbullying/staying-safe-on-twitter-tips-to-tweet-safely.html>

“5 Facebook Privacy Settings to Keep Teens Safe” from About.com  
<http://personalweb.about.com/od/makefriendsonfacebook/a/faceteenprivacy.htm>

“12 Tips for Safe Social Networking” by Mitchell Ashley, *Networked World*, October 13, 2008  
<http://www.networkworld.com/slideshows/2008/101308-12-tips-social-net.html#slide2>

“How Privacy Vanishes Online” by Steve Lohr, *New York Times*, March 16, 2010  
<http://www.nytimes.com/2010/03/17/technology/17privacy.html>