HERITAGE UNIVERSITY
SOCIAL MEDIA POLICY AND PROCEDURES

Policy

This social media policy is designed to enhance and safeguard the institution's reputation and ensure continuity of operations. The use of electronic social media by university departments, employees and students have the potential to create a significant impact on the reputations of individuals and organizations. This policy applies to social media accounts developed to represent Heritage University and its programs, departments, groups, entities, etc. It does not apply to individual's personal social media accounts. Policies regarding university communications are designed to keep Heritage University internal and external audiences informed while promoting and safeguarding the image and identity of the university.

Procedures
All officially recognized Heritage University social media accounts must be reviewed and approved through an application process. The application can be found below and online on the news and marketing page of My Heritage.

Why are procedures necessary?

Continuity of Administration
The purpose of the application is to assist the university's marketing department in keeping track of all HU-branded accounts across the various social media platforms. This allows the university to maintain continuity of approved accounts as administrators consisting of faculty, staff and students arrive and depart the institution. All confidential information connected to these accounts is safeguarded. Sanctioned accounts can be monitored for potential problems and crises.

Crisis Management
A social media crisis represents any social media activity that potentially hurts the Heritage brand or reputation. A crisis is not a single negative comment or a customer complaint, but handle those incorrectly, they can spiral into a flurry of negative comments and an outright boycott of Heritage. Other actions that can cause a crisis include posting insensitive or out-of-touch comments, employee errors and bad behaviors.

There are many other best practices and procedures HU faculty, staff and students should follow when using social media. For more information, contact your supervisor, advisor, department head, or marketing department.

University Social Media Guidelines

Below you will find best practices and procedures that should be followed by faculty, staff and students to maintain a safe and secure social media environment at Heritage.

Only share content that aligns with HU values to protect university brand

Just as a well-crafted post may enhance the reputation of the university, an ill-timed inappropriate one may destroy it. It is very important to only share content that mirrors university values and those that reflect fairness, kindness, and compassion.

Only authorized account administrators should access university social media

The people that should be allowed to post to university accounts should be program directors, faculty, administrative staff or work studies. Those posting to university social media should not include personal opinions in posted content.

Do not post proprietary or confidential HU information

This includes protecting personally identifiable information. Follow all federal regulations including FERPA and HIPAA. Do not share information tied into university business or information not ready for public release.

Strive for accuracy when posting content

Carefully review and verify facts before posting on social media. This includes reposting or sharing content posted by other accounts. We do not want to contribute to the spread of misinformation.

Review content for grammatical and spelling errors

Check your content for mistakes before posting. Information shared to HU social media accounts should convey ideas with precision and depth, reflecting an intellectual and thoughtful approach associated with higher education. In other words, we work at a university. Don't post content that makes us look like an elementary school.

Do not post offensive material

Avoid posting communications that are contrary to Heritage core values. Do not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another individual, group, or entity. Individuals may be held personally liable for posting such material.

Prevent copyright infringement

Using the wrong type of social media account, such as a creator account intended for individual use with broader access to digital content, can lead to copyright infringement issues. This is because the commercial activities of a brand do not fall under the legal permissions granted to individual-use creator accounts. For example, you may be able to use music on your personal TikTok account, but you can't if you use a Heritage-branded account. When using HU accounts, stick with options given to you on a social media platform.

Protect the university brand from privacy and security risks

Since social media is a common resource for scammers and criminals, account members must be vigilant in protecting the university from phishing scams or ransomware attacks. Everyone must be made aware of the latest online schemes.

To access and download the **Heritage University Social Media Application**, please visit My Heritage, choose Staff from the menu, select News and Marketing and then scroll down to Heritage University Social Media Application.