Social Media Policies & Guidelines

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POLICIES FOR ALL SOCIAL MEDIA SITES

- Protect confidential and proprietary information: Do not post confidential or proprietary information about Golden Gate University, students, employees, or alumni. Employees must still follow the applicable federal requirements such as FERPA and HIPA. Adhere to all applicable university privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action or termination.
- Respect copyright and fair use: When posting, be mindful of the copyright and intellectual property rights of others and of the university. For guidance about fair use or copyrighted material, consult Frequently Asked Questions about Copyright.
- Do not use Golden Gate University logos for endorsements: Do not use the Golden Gate University logos or any other university images or iconography on personal social media sites or to promote a product, cause, or political party or candidate.
- Respect university time and property: University computers and time on the job are reserved for university-related business as approved by supervisors.
- Terms of service: Obey the Terms of Service of any social media platform employed.

BEST PRACTICES

This section applies to those posting on behalf of an official university unit, though the guidelines may be helpful for anyone posting on social media in any capacity.
Think twice before posting: Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the university. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact Golden Gate University Marketing and Communications at onlinemarketing@ggu.edu.

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Be respectful: Understand that content contributed to a social media site could encourage comments or discussion or opposing idea. Responses should be considered carefully in light of how they would reflect on the poster and/or the university and its institutional voice.

Remember your audience: Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, alumni, donors, employees, media, and other university constituents. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

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INSTITUTIONAL SOCIAL MEDIA

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- Best Practices
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BLOG POLICY & GUIDELINES

Coming soon.

APPLICATION FOR NEW SOCIAL MEDIA PRESENCE

Use the Social Media Intake Form to register a new social media presence (Facebook page, YouTube channel, LinkedIn group, Twitter account, or Blog).

INVENTORY

A Listing of Places Golden Gate University is Represented in Social Media

SOCIAL MEDIA CLUB MEETING INFO

Information About the GGU Social Media Club