Social Media Guidelines
The social media landscape has changed the ways we communicate. Use of various social media outlets add a friendly touch to Rogers State University and provide new opportunities to promote the university and build relationships with multiple audiences. The following guidelines have been developed by the Athletic Media Relations Department and the Compliance Department to assist those employees authorized to act on behalf of the University in this capacity to properly portray, promote and protect the University. Although each unit operates its own outlets, all approved Rogers State University athletic social media accounts are a voice for the University and must adhere to these guidelines. These guidelines do not apply to use of personal social media accounts, such as by most student groups and individual staff members—they only apply to official accounts representing Rogers State University.

Application of Other Policies
Employees managing and/or posting on behalf of the University on official social media accounts are generally expected to adhere to the same standards of conduct online as anywhere else in the workplace. All Rogers State University policies apply to social media outlets to the extent applicable.

Steps Required for Official Approval of Site
When a program or other authorized effort of the athletic department desires to open a social media account, that account may only be opened and operated as an official University social media account. In order to obtain approval of and recognition as an official account, these steps must be followed:

1. Obtain appropriate administrative approval from the assistant athletic director for media relations.
2. Designate at least two staff members to act as administrators for the social media account.
3. The account will be must be titled to match the RSU athletics social media brand and approved by the Athletic Media Relations Department.
4. Use a general college or department email address and phone number when creating an account instead of an individual employee's information.

Before you Begin
An effective social media presence requires careful planning. When creating a University social media account, prepare by addressing the following questions/issues:

1. Define your goals for using social media. Who is your audience? What do you hope to accomplish? How will you track your successes and progress?
2. Keep in mind that a successful social media account takes time to maintain and requires staff resources to develop content that engages users.
3. Inactive social media accounts reflect negatively on the University. The Athletic Media Relations Department may require that inactive accounts be taken down. If you are finding it difficult to create content for your social media account, please consult with Athletic Media Relations Department to discuss ideas and other options.

Rules for Managing an Official Social Media Account
Be Relevant

- Post content that is meaningful and relevant to your program. Think about how the content might advance your program’s initiatives and goals. Do not post about trending Internet memes, photos or videos. Write in a manner that represents your whole program. Use "we," "our" and other inclusive words. Provide regular and timely updates.
- Focus on Rogers State University. Some people may post negative comments. See provision below regarding deleting of comments and the user policy.
- Customize posts for the social media outlet you are using.
- Make it easy for people to find you.
  a. Increase exposure for your social media account by using Rogers State in the title.
  b. Protect the University brand by using the official visual marks and graphics.
  c. Choose a recognizable profile picture that represents your program. The profile picture you select must comply with Rogers State University graphic standards to promote a unified brand image.

Be Professional

- Mind your manners. Everything you post is public. The content that you post reflects on the University and should be respectful and responsible. If you are ever unsure about the appropriateness of material to share on social media, check with the assistant athletic director for media relations or sports information director.
- Use professional and proper grammar. Does not use text speak, such as "u" or "2day."

Create a management method

Designate at least two administrators for each social media account. This makes it easier to keep the social media account active and up-to-date. Create a flexible schedule for posting timely content that is relevant to your program. To develop a consistent flow of content, determine in advance when and what you will post.

Interact with Users

Post content that encourages feedback and positive interaction. Use visual content, such as photos and videos, to increase engagement. Be friendly, helpful and informative. Connect users with resources. Link back to content throughout the Rogers State athletics website to drive traffic back to the University. When sharing news about your program, provide a link to the University's athletic news release or official announcement rather than providing a link to a third-party media outlet.

Be accurate, prompt, and give credit

Make sure you have all the facts before you post. Double-check everything for accuracy. Link to your sources when possible and give credit to other university units when you include their updates on your site. Correct errors quickly and visibly. Posts often include timestamps and users will be able to see how quickly you respond.

Do not post personal and confidential information

Do not post content that includes personal and confidential information about anyone, such as the information prohibited from disclosure by HIPPA, FERPA and other applicable law. If you post content and information collected from third parties, it is your responsibility to
obtain all necessary permissions to reuse the content and information. Do not post content unless proper permissions, licenses, and other rights necessary for lawful use (in particular, for intellectual property rights) have been obtained, or unless use and reproduction of the content is permitted by fair use.

**Do not delete content based on one's viewpoint**

If user content is in context of the conversation, then the content should be allowed to remain. It is likely that at some point people will post negative comments on your social media account. You should respond to them professionally. Be respectful of others' opinions and do not suppress disagreement. Use it as an opportunity to correct misinformation and turn a negative into a positive. For help in determining whether or not to remove the content, contact the sports information director or the assistant athletic director for media relations. Collect information including screen grabs, posting dates, and origin of messages when you believe content should be deleted. Questions regarding edits and deletions should be directed to the assistant athletic director for media relations, prior to taking action.

**Other Recommendations**

**Track your success**

Analyze and organize your content to improve your social media account. Use analytic tools to assess your progress and keep track of posts that promote more user engagement.

**ROGERS STATE UNIVERSITY SOCIAL MEDIA USER POLICY**

Please copy and personalize this user policy for your specific entity and post to the appropriate social media channels:

Welcome to the official Rogers State University [insert college, department, unit, organization name] [name of social media channel] account! We encourage thoughtful discussion and interaction relevant to the purpose of the page. The purpose of Rogers State University social media pages is limited to focusing on the University's mission, goals, and programs. Content must be relevant to the topic discussed, relevant to this particular page, and to the point. Content that is excessively long or repetitive is subject to removal. Content that is profane, threatening, obscene, a violation of intellectual property rights or privacy laws, creating a security or privacy risk, spam, defamatory, infringing on another person's rights, commercial advertising by a third party, otherwise violates NCAA, local, county, state or federal laws, or incites or solicits illegal conduct or violence, is prohibited. By posting content to the site, you represent that you own or otherwise have all the rights necessary to lawfully use that content and/or that the use of the content is permitted by fair use, as applicable. The University reserves the right to remove any material for nonconformity with this policy.

Users acknowledge that the security of the site cannot be guaranteed, that use of the site is voluntary, and assume the risks associated with such use, releasing and holding harmless the University from any and all claims related thereto. The University does not necessarily
endorse, support, agree with, or verify the validity of the content shared on its social media sites by users. The appearance of comments, external hyperlinks, or any information contained within "follows", "likes", "retweets" and similar actions on social media pages do not necessarily constitute endorsement or support by the University.

ROGERS STATE NOTICE OF NONDISCRIMINATION

Rogers State University is committed to nondiscrimination on the basis of race, color, ethnic or national origin, sex, sexual orientation, gender identity, religion, age, ancestry, disability, genetic information, military status, veteran status, or other non-merit reasons, in admissions, educational programs or activities and employment, including employment of disabled veterans and veterans of the Vietnam Era, as required by applicable laws and regulations. Responsibility for coordination of compliance efforts and receipt of inquiries concerning Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans With Disabilities Act Amendments Act of 2008, has been delegated to the Coordinator of Disability Services, Rogers State University, 1701 W. Will Rogers Blvd., Claremore, OK 74017 • 918-343-7777 • 918-343-6828.