

Document History

Responsible Administrator: Sr. Director of Marketing
and Communication

Responsible Office Marketing and Communication

Effective Date: 8/30/2022

Approved by: President

Date of Revision: 10/1/2022

The world of social media has changed the face of communication and recruitment in collegiate sports and at Southeastern employees must abide by NCAA regulations when interacting and communicating on social media platforms. Employees must refrain from knowingly contacting prospective student-athletes on social media platforms.

Confidential Information:

The university does not endorse or use any social network communication service or media sharing service as a secure means of communication for online business transactions or matters involving personal information. The university will not ask for, nor should an individual send, credit card or payment information.

Discussions, even heated discussions, must not degrade into name calling, accusations, profanity and the like. Postings using such language or posting defamatory statements are prohibited and can result in disciplinary measures being taken.

Strive for accuracy:

Before posting on social media, be sure the facts are correct. Review content for grammatical and spelling errors.

Exercise good judgment:

Individual actions and statements have the ability to impact others at Southeastern and the University as a whole. Once words or images are posted to a social media site or service, they can be passed around from person to person ad infinitum and will last forever. Before posting something, do your best to ensure it is worded so that it will not have negative repercussions.

Maintain confidentiality:

Do not disclose, post or share proprietary information, data, or communications. This includes, but is not limited to, intellectual property, operating plans, vendor communications, financial data, internal presentations and correspondence (especially with students). Once posted, there is no such thing as confidentiality. The best policy is to not post anything you believe, or others may reasonably believe, should be held in confidence.

Be professional:

Employees posting via an officially sanctioned social media account must avoid making even generic negative statements about the institution, its students or other groups of employees. Bear in mind that posts on social media may be replicated quickly, be taken out of context, and will remain public for an indeterminate amount of time.

Photography/copyright:

Copyright protection of personal images, text and other intellectual property extends to the Internet and must be respected. Just because an item is easy to download and repost does not mean it can be done. As a rule of thumb, to avoid any copyright infringement, receive permission before reposting any image or text found on the Internet or create the image or text yourself.

Be strategic:

Departments should consider their messages, audiences and goals, as well as a strategy for keeping information on social media sites up-date. The Office of Marketing and Communications can assist and advise with social media planning.

Link back to the university:

Posts should be brief, providing the needed information and directing a visitor to related Southeastern web sites, as needed, for more information.

Keep current:

Always ensure that information posted, logos, images, contact information, etc., is up to date. Outdated information signals to the reader that the social media account is of no value.

Remove dormant social media accounts bearing Southeastern's name:

If a department has created a social media account that bears the university name or markings that is no longer "active," the account should be removed from the relevant social network.

Do not connect university social media accounts to personal accounts

With staff turnover, connecting administrative abilities to personal accounts can cause significant issues with access and content.

Protect confidential and proprietary information:

Maintain confidentiality and proprietary information about Southeastern students, employees, or alumni.

You are responsible for what you post on your personal social media accounts unless your job duties entail the use of your personal media accounts on behalf of the University and such use is explicitly authorized, an employee's personal use of social media is deemed not in furtherance of their employment responsibilities on behalf of Southeastern. Consequently, Southeastern will be liable for and will not indemnify an employee for any liability that results from postings on personal social media accounts.

Be truthful about who you are Post as an individual, not as a representative of Southeastern Louisiana University. You may denote that you are associated with the University.

