

## **Social Media Guidelines**

### Overview

These Social Media Guidelines have been developed by school administration to help empower Orange County School of the Arts employees, parents, students, alumni and community members to participate in marketing and communications by sharing the School's mission with the community at large and enhancing the Orange County School of the Arts' reputation as one of nation's premier arts schools.

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. The rapid growth of social media technologies combined with their ease of use and pervasiveness make them attractive channels of communication.

However, these tools also hold the possibility of a host of unintended consequences. Because inappropriate use may blur the line between personal voice and institutional voice, Orange County School of the Arts has crafted the following guidelines to enhance and protect personal and professional reputations when participating in social media.

### **General Guidelines**

Sharing Orange County School of the Arts news, events or promoting student, alumni and faculty work through social media tools is an excellent, low-cost way to engage the community and build our brand. Orange County School of the Arts constituents are encouraged to responsibly repost and share information with their family and friends that is available to the public (press releases, press articles, Internet news, etc.). The best way to share school news is to link to the original source. When sharing information that is not a matter of public record, please follow the below guidelines.

### **Things to Consider When Using Social Media**

Applications that allow interaction with others online require careful consideration of the implications of "friending," "linking," "following" or accepting such a request from another person. For example, there is the potential for misinterpretation of the relationship or the potential of sharing protected information. Relationships such as faculty-student, supervisor-subordinate and staff- student merit close consideration of the implications and the nature of the social interaction. OCSA employees shall exercise professionalism and courtesy, and respect the privacy rights of students and coworkers in all public postings. The following are some guidelines to follow in these cases.

## **Maintain Privacy**

Employees shall not post confidential or proprietary information about the Orange County School of the Arts, its students, its alumni or employees. For example, employees shall not post student grades or performance evaluations, parent/student/colleague contact information, fundraising data, etc. Use good ethical judgment and follow school policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Do not discuss private information involving named or pictured individuals on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.

## **Understand Your Personal Responsibility**

Orange County School of the Arts staff and faculty are personally responsible for the content they publish on blogs, wikis or any other form of user-generated content. Be mindful that what you publish will be public for a long time—protect your privacy and the privacy of your students and colleagues.

## **Be Aware of Liability**

OCSA employees are responsible for what they post on their own sites and on the sites of others. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts).

## **Correct Mistakes**

If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

## **Think Before You Post**

There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied.

Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed. Post only pictures that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

## **Social Media Guidelines**

OCSA employees who create a social media page/profile for an Orange County School of the Arts program, class, group, or other entity, shall comply with the following guidelines:

- Staff members may create an institutional social media profile, which must be separate from any private profiles. It must be used solely for conducting official school business. Communication with students on topics unrelated to school business is prohibited.
- All institutional pages and groups must have two appointed employees (conservatory director, academic instructor, etc.) who are identified as the page/group administrators. These individuals are responsible for managing content and monitoring the page/group for inappropriate information.
- We strongly recommend that you set up your social media page/group in a way that will allow you to review and approve comments, and/or receive a copy of comments via email.
- If inappropriate information appears on your page/group, you must document/secure evidence of this information, remove said information from the page/group, and submit evidence to an OCSA administrator within a timely manner.
- All institutional pages must be publicly accessible by all constituents. Private pages or groups that limit access to some or all constituents are prohibited.
- The following disclaimer must be included in the “About” section of your group/page:

This group/page is intended for sharing school information only. Any comments posted that are not relevant to this program or class will be removed. As this page is an OCSA sanctioned page designed to communicate official school business, comments, postings and interactions are governed by policies outlined in the OCSA student handbook. Inappropriate communication or behavior will be referred to school administration and is subject to appropriate disciplinary consequences.