

Ouachita Baptist University Social Media Policy

Through social media, Ouachita's faculty and staff have the opportunity to model – for the benefit of students and others – responsible practice, respect for others, respect for self, and respect for Ouachita's Christian purposes. As they represent Ouachita on social media, employees should use this policy and additional resources to protect themselves and the university, effectively engage with others, and serve as ambassadors of Ouachita's vision, mission, and values (obu.edu/about/vision-mission-and-values)

All use of social media by faculty and staff – including both university and personal accounts – is expected to comply with the Faculty-Staff Manual's Code of Ethics (1.E.2.) that calls for all members of the Ouachita community “to act with integrity, honesty, transparency, and responsibility.” It further calls for being “individually responsible to each other for exhibiting actions of the highest ethical standards and for avoiding any impropriety or appearance of improper behavior that might negatively reflect upon our community.” Online behavior is expected to comply with other current university policies as well as external regulations and laws. See below for examples.

University Accounts

In addition to the primary university social media accounts coordinated by the Office of Communications and Marketing, other departments, offices, teams or other university entities may create secondary university accounts to reach their audiences and goals on behalf of Ouachita. As they speak in an official capacity for the university, secondary university accounts should demonstrate excellence, professionalism, and integrity.

Managers of university accounts should

- Understand the name, content, design, and related rights of all university social media accounts are owned by Ouachita. Social media content should not create a conflict of interest or otherwise harm the reputation or interests of the university.
- Consider the intended outcomes of the account and how those align with the unit's mission statement and goals as well as the university's strategic directions. Determine the target audience(s), ideal platform, content strategy, and other details. Take care that all activities on university accounts relate specifically to the purpose of the account. A worksheet is available to help at obu.edu/socialmedia.
- Assign at least two managers for the account, including at least one faculty or staff member. Determine procedures for content manager transition to maintain administrative access.
- Make use of additional resources provided by the university for improving social media presence, including best practices, tips, and professional development events. See details at obu.edu/socialmedia.

University accounts may use Ouachita branding and receive additional support from the Office of Communications & Marketing by becoming an Official Ouachita Social Media Account. These accounts are lead brand ambassadors, are recognized on the university website and shared with increased frequency on primary university social media accounts. Learn more and apply for official status at obu.edu/socialmedia.

Personal Accounts

Social media activity by faculty or staff can affect the university as a whole, whether or not a Ouachita affiliation appears on the profile. Every employee represents Ouachita through words and interactions both on- and offline, as others naturally associate the employee with the university.

To clarify that personal accounts are not university accounts, employees who use social media should refrain from using Ouachita branding for personal social media pages or personal websites. Additionally,

employees should consider adding a profile statement indicating that their views do not constitute official statements on behalf of the university (a simple “views are my own” statement is sufficient). These measures do not negate the employee’s responsibility to represent the university in an appropriate manner.

Related Policies, Regulations, and Laws (not exhaustive)

- Ouachita Faculty-Staff Manual
- Ouachita Tiger Handbook
- Ouachita Code of Computing Practices
- Ouachita Copyright Policy
- Ouachita Conflict of Interest Policy
- Ouachita Complaint Policy
- Social Media Sites’ Terms of Service Agreements
- Family Educational Rights and Privacy Act (FERPA)
- Health Insurance Portability and Accountability Act (HIPAA)
- Digital Millennium Copyright Act (DMCA)
- NCAA Division II Manual
- Title IX

Additional Resources & Questions

View additional resources to support your social media presence at obu.edu/socialmedia. Staff members in the Office of Communications and Marketing also are available to answer specific questions regarding social media practices for both university and personal accounts. Email socialmedia@obu.edu with questions or to set up a meeting.

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