

Rowan University
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Social Media & External Web Policy

INTRODUCTION

This is the official social networking policy for all Rowan University accounts. This policy applies to the entire University, including all of its campuses and consists of rules and general guidelines. A number of Rowan University colleges and departments are represented on Facebook, Twitter and other social media sites online. All University colleges, departments, organizations and programs are expected to adhere to the rules presented herewith and when at all possible, use the following guidelines when engaging in social media.

REGISTRATION

All department or University accounts need to be registered with University Web Services. Please visit <http://www.rowan.edu/socialmedia> to register details of your social media account(s).

A department's page administrators should be limited to a staff or faculty member; students should not be page administrators. The exception would be if a student group had an account, but login information still needs to be registered for when the administrator graduates. This individual will be responsible for the use of the account and any information posted on the account.

WHEN POSTING CONTENT

All content should be age appropriate. Do not post information, photos or videos that will reflect negatively on you, your academic department, or Rowan University. All official postings should reflect the University's mission statement.

Copyright: You must have written permission prior to using any copyrighted or proprietary materials such as music, art, photographs, videos or texts.

Permission: In general, verbal or written permission (or a Photo Release Form) must be obtained from individuals whose images are identifiable.

Personally identifiable information that can be used to locate someone offline, including but not limited to phone numbers, home or local addresses, birth date, and e-mail addresses, should not be posted.

Respond in a timely and courteous manner. Disagreements may often occur, but opinions should be appropriate and polite.

Remember that the Family Educational Rights and Privacy Act (FERPA) protects the privacy of student education records. The University's e-mail system (not Facebook or Twitter) must be used when communicating about an issue involving a specific student.

Facebook

- The official University Facebook page is the Rowan University fan page, <http://www.facebook.com/rowanuniversity>. All other University colleges, departments, athletic teams or organizations are considered entities or affinity groups and should have group pages. Any page set up as "personal page" or "friend" pages are in violation of Facebook's Terms of Use and could result in those accounts being closed.

All terms and conditions of Facebook should be read and understood in their entirety. The following is Facebook's statement regarding content:

"For content that is covered by intellectual property rights, like photos and videos ("IP content"), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook ("IP License"). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it....We always appreciate your feedback or other suggestions about Facebook, but you understand that we may use them without any obligation to compensate you for them (just as you have no obligation to offer them).

Suggested Guidelines

- A minimum of *one update per week* should be made to any Facebook group account. An inactive account reflects poorly on the University and defeats the purpose of having an account. If an account has been inactive for a large amount of time, we ask that you kindly close said account.

If you need help managing your account, contact Jennifer Bell, Director of University Web Services at webservices@rowan.edu or 856.256.4410 so we can help you develop a solution to meet your needs. Please note you may need to provide funding for a student and/or part time employee to manage your account.

Twitter

- The Official University Twitter page is <http://www.twitter.com/rowanuniversity>". If you have any general announcements or information you would like added to the Rowan University twitter feed, please send that information to socialmedia@rowan.edu

or call 856.256.4410.

- All Twitter accounts should be consistent in naming. Not only does it make you easier to find, but it also ensures a cohesive and consistent identity on Twitter. All accounts should begin with “Rowan” and then specify department or organization. For example, the chemical engineering department could be named “RowanChemEng”. Underscores or numerals are not permitted. These symbols are hard to remember and will make searching for your account difficult.

Suggested Guidelines

- A minimum of *one update per week* should be made to any Twitter account. An inactive account reflects poorly on the University and defeats the purpose of having an account. If an account has been inactive for a large amount of time, we ask that you kindly close said account. If you need help managing your account, contact Jennifer Bell, Director of University Web Services at webservices@rowan.edu or 856.256.4410 so we can help you develop a solution to meet your needs. Please note you may need to provide funding for a student and/or part time employee to manage your account.
- Visit <http://mashable.com/guidebook/twitter/> before creating a Twitter account to become familiar with the social networking site. The following link also provides very valuable information on how to build your Twitter community.
<http://mashable.com/2008/11/10/twitter-community/>

YouTube

- The official University YouTube page is <http://www.youtube.com/rowanuniversity>. Only official videos produced by University Web Services and/or approved by both University Web Services and University Public and Media Relations appear on Rowan’s YouTube Channel.

Other Social Media & Networking Sites

There are a variety of other networking sites available to us (i.e. LinkedIn, Myspace). The above guidelines apply to these accounts as well. And if you would like any additional information or tips for use on these sites please contact Jennifer Bell, Director of University Web Services at webservices@rowan.edu or 856.256.4410.

External Web Sites

With the implementation of user-centered design and collaboration on the worldwide web, it’s become increasingly more important for Rowan University to protect its

identity and make sure that information presented off-campus about the University is factual. This is very critical when it comes to the location of the University's campuses and their facilities as seen on Google Maps and/or other web-based applications.

Google Maps

All locations on the Rowan University map within the Google Maps URL are to be determined and maintained by University Web Services. If you would like for your building and/or department to be included on the Rowan University map, you need to submit your request to webservices@rowan.edu or by calling 856.256.4410.

Departments, academic or administrative, are not permitted to assign themselves a location/marker on the map. Anyone who had previously submitted a location to the map using the name Rowan University and/or any entity of Rowan University, will need to relinquish management of said "businesses" to University Web Services. If you need assistance in doing so, please contact webservices@rowan.edu or 856.256.4410.

FourSquare

All locations related to Rowan University within FourSquare are to be determined and maintained by University Web Services. If you would like for your building and/or department to be included on the Rowan University map, you need to submit your request to webservices@rowan.edu or by calling 856.256.4410. Departments, academic or administrative, are not permitted to assign themselves a location/marker on the map. Anyone who had previously submitted a check-in location to the map using the name Rowan University and/or any entity of Rowan University will need to relinquish management of said locations to University Web Services. If you need assistance in doing so, please contact webservices@rowan.edu or 856.256.4410.