

Social Media Policy – CSM Students



Social Media Account Policy

Overview

College of Saint Mary recognizes that social media sites have become important and influential communication channels for internal and external constituencies. To assist students in posting content and managing these sites, the University has developed a social media policy. This policy applies to students, faculty and staff, and must be used in connection with social media accounts **directly associated with College of Saint Mary**. If a site is used by an individual for CSM department activities and communication, and the individual is communicating as an agent of the University, then the site is deemed a professional site associated with College of Saint Mary.

The purpose of using social media on behalf of College of Saint Mary is to support the University's mission, goals, programs, etc. CSM encourages students to use social media but reminds users that at any time they can be perceived as a spokesperson of the University. When using an officially recognized social media channel, you are representing College of Saint Mary.

Approval Process

Prior to establishing any social media directly representing College of Saint Mary, student organizations must receive permission from the Marketing & Public Relations Department.

Please follow these steps:

1. Permission from the Marketing & Public Relations Department – contact marketing@csm.edu.
2. Have a minimum of two administrators for each site – with one being the staff or faculty advisor. This requirement provides CSM access to the account in case of an emergency, changing of personnel or policy violations.
3. Send Marketing@csm.edu the link to your social media page and administrator names. Then provide CSM Marketing the user/passwords to the social media account to ensure credentials aren't lost if a student or staff member leaves the university.
4. Review the Social Media Guidelines found on MyCSM's Campus Services tab for [social media best practices](#).

Confidentiality

Confidential or proprietary information should not be shared publicly on these social media channels. Always exercise discretion, thoughtfulness and respect.

Review Process and Enforcement

Members of the Marketing & Public Relations Department will monitor content on CSM social media sites to ensure site administrators adhere to the social media policy. Any individual or student organization found to have violated this policy may be subject to disciplinary action. If you have any doubt about posting content, please consult the Director of Public Affairs and University Communications (Walsh Hall 296, ext. 2407). Due to the evolving nature of social media, the social media policy is subject to revision by the Marketing/Communications Department.

Contact

To contact the Marketing & Public Relations Department please send an e-mail to marketing@csm.edu.

This policy will serve as an addendum to the *College of Saint Mary Rules of Conduct and Network Acceptable Use* policies.

Social Media Commenting Policy

The official College of Saint Mary social media outlets are where students, prospects, parents, alumnae and others can learn about some of the great things happening at the College.

We encourage people to post, comment and interact with others, and expect that remarks will be on-topic and respectful of the rights and opinions of others. Please note that these are moderated online discussions and not a public forum.

Terms & Conditions

By posting a comment or material of any kind on a CSM sponsored site or sending a direct message to college accounts, the user hereby agrees to the terms and conditions set forth below. Before commenting or including content, you agree to **not**:

- Post, share or promote material that is racist, sexist, abusive, profane, hateful, violent, obscene or pornographic
- Post, share or promote anything that advocates illegal activity
- Post, share or promote material that infringes on copyright
- Post, share or promote phone numbers, email addresses or anything else for students or others that would violate their privacy
- Post, share or promote material that contains falsehoods
- Post, share or promote material that contains defamatory statements about any individual or personal attacks of any kind
- Post, share or promote material that incites or threatens any individual
- Post, share or promote material that is off-topic (not relating to CSM or its constituents)
- Post, share or promote material selling products; promoting commercial, political or other ventures; or trying to fundraise for business or personal use
- Post material using an impersonated or anonymous profile. Post multiple items or duplicate information (from any one person or multiple people)
- All content and posts are also bound by the Terms and Community Guidelines for each service:
 - [Facebook Statement of Rights and Responsibilities](#)
 - [Twitter Terms of Service](#)
 - [YouTube Terms of Service](#) and [Community Guidelines](#)
 - [TikTok Terms of Service](#)
 - [Pinterest Terms of Service](#)

CSM reserves the right to do any or all of the following:

- Remove communications that violate these Terms and Conditions
- Remove any communications posted regardless of whether such communications violate these standards
- Ban future posts from people or block people who violate these Terms and Conditions
- Remove capability from the public to post or comment on CSM's official sites
- Posted comments and images do not necessarily represent the views of CSM

If you have any questions or concerns about our policy or about the content posted on one of our social media sites, please email marketing@csm.edu.