Biola University Social Media Policy

At Biola University, we recognize that social media sites like Facebook, Twitter, YouTube and Flickr are increasingly important forms of communication for both our community and the world at large. We believe these mediums can be great tools for Biola to inform and interact with its diverse constituents. In order to utilize these new mediums effectively, the University has developed a social media policy to serve as a guide for any faculty and staff operating an official social media account created to represent Biola University’s schools, departments, programs or offices.

For Administrators of Official Biola Social Media Accounts:

- “Official Biola Social Media Accounts” is here defined as any social media account (Facebook, Twitter, YouTube, Flickr, etc.) primarily intended to communicate with external constituents. This includes things like athletics news Twitter accounts, Facebook pages primarily meant for recruiting students, pages for communicating with alumni, etc. Student clubs, classroom accounts and internal administration pages are not considered “Official Biola Social Media Accounts.”

- If you are considering or have been asked to start a social media account as part of your job at Biola, take some time to think through whether this is a necessary avenue, what content will be included on the site, how it will be used, etc. If you would like advice about social media strategy, contact Biola’s Social Media Manager, Brett McCracken, at brett.mccracken@biola.edu or ext. 4516.

- If you have been authorized by your supervisor to create an official Biola University social media site, or have already been managing one, please contact Biola’s Social Media Manager in Integrated Marketing Communications to apply for official status and to ensure logos/imagery complies with proper Biola brand standards.

- Biola employees identified as administrators of accounts are responsible for managing and monitoring content of their officially recognized accounts. Administrators at any time can contact Biola’s Social Media Manager for consultation.
• Each official social media account will also have as one of its administrators a representative from Integrated Marketing Communications (IMC). Although IMC does not intend to actively engage in maintaining these sites, this designation will enable IMC to properly track pages and ensure that the account can continue to be accessed in the event of the unavailability or departure of the staff member who has administrative management of the page.

General Guidelines (For All Employees Representing Biola Through Social Media)

• Uphold the University’s mission and values. Always consider whether or not a message via social media is supporting the University’s goals, programs and overall brand.

• Use good judgment about content and respect privacy laws, including FERPA. Confidential University information should not be shared publicly on these social media channels.

• Representation of your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. You may not use the Biola name to endorse political candidates (regardless of any connection to Biola) or promote opinions, products or causes that might run contrary to the University’s mission and values.

• While Biola does not regularly review content posted to social media sites, be aware that all posted content is subject to review in accordance with University employee policies and editorial guidelines.

• When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, always include citations. Provide a link to the original material if applicable.

• On Twitter accounts, carefully consider who you “follow,” to avoid creating the impression that the University endorses individuals, causes or organizations that might run contrary to the University’s mission and values.

• Remember that on Facebook, official Biola pages should be “fan pages,” which users “like” rather than “friend.”

• Be familiar with and abide by the terms of service of any social media platform you are using.

• Be diligent about tracking and utilizing analytics (either Facebook’s own analytics or Google analytics) to gauge the success and impact of your social media communications.