

Hood College Institutional Social Media Guidelines

Welcome to Hood College's social media guidelines for institutional accounts! These official guidelines are crafted to ensure professionalism, integrity and respect in all online interactions representing Hood College. Below are essential standards to uphold:

CONFIDENTIALITY AND PRIVACY

- Users agree to safeguard confidential and proprietary information about Hood College students, faculty, staff and alumni. All relevant College, federal and NCAA privacy/confidentiality policies, including FERPA and HIPAA, must be strictly adhered to.
- Institutional accounts must respect an individual's right to privacy. Under no circumstances should individuals be named, targeted or labeled with ill intent and/or without prior consent from the individual in question.

INTELLECTUAL PROPERTY RIGHTS

- Respect copyright, fair use and intellectual property rights when sharing content on social media platforms. Be aware that posted content may become the property of the platform operator.
- Protect Hood College's name and logo. Modifications to the logo are prohibited, and the use of the Hood College trademarked name or logo for personal endorsements or promotion is prohibited.

PROFESSIONALISM AND INSTITUTIONAL VOICE

- Maintain a professional tone and demeanor in all communications, representing Hood College positively and responsibly.
- Avoid pranks or posts that may be misinterpreted. Seek guidance from supervisors, the Student Handbook, Inclusive Language Guide or the Office of Marketing and Communications when unsure if content is appropriate to post.
- Utilize College platforms and resources for official Hood College business only. Use of Hood College social media pages for personal endorsement is strictly prohibited.

RESPECTFUL ENGAGEMENT

- Encourage respectful dialogue and interaction on social media platforms. Respond promptly and courteously to inquiries and comments, keeping in mind the potential impact on the institution's reputation.
- As a private institution, Hood College and its associated social media accounts retain the right to remove comments that violate the standards of the Hood College community, such as those containing offensive content, hate speech or targeted harassment.

- When engaging with other social media users and sites, connect thoughtfully and consider the potential implications for Hood College to be associated with those users and sites.

ACCURACY AND TRANSPARENCY

- Ensure accuracy by verifying information before sharing it on social media. When possible, provide links to credible sources.
- If errors are made, they are to be corrected transparently and promptly.

ACCOUNT MANAGEMENT AND SECURITY

- The Hood College Office of Marketing and Communications must be notified before the creation of a new institutional account, with clear intent and goals demonstrated by the account administrator.
- Create institutional social media accounts using shared Hood College departmental and/or office email addresses to facilitate smooth administrative transitions. Institutional accounts are not to be created and linked to an individual's personal email account.
- Remain vigilant against phishing attempts and unauthorized access to institutional social media accounts. Never share your password with unfamiliar parties or without prior direct authorization from your supervisor.

By adhering to these guidelines, we aim to uphold the values and reputation of Hood College in the digital sphere. For any questions or assistance, please contact Hood College Marketing and Communications via email at marketingoffice@hood.edu.