

Bryan College Social Media Policy

Social Media Ticket Request Policies

Services Offered

The Marketing and Communications Department at Bryan College offers a range of social media services for approved college initiatives. These services are available through ticket requests submitted through the Bryan College ticketing system at www.bryan.edu/ticket. To ensure the proper documentation, approval, and execution of requests, **the department will only consider and respond to requests that are received through the official ticketing form**. Requests submitted through any other method will not be considered.

Available Services:

- Posts across the following social media platforms: Facebook, Instagram, Twitter, LinkedIn, and any other approved sites.
- Updates to previous or scheduled social media posts, ensuring the most current information is shared.
- Custom graphics tailored specifically for social media posts, designed to attract attention, and increase engagement.
- Custom Instagram/Facebook filters that allow you to add a fun and unique touch to your posts and stories.
- Creation of new social media pages for Bryan College initiatives, programs, or departments.
- It is important to note that all ticket requests for social media services must go through the official ticketing system at www.bryan.edu/ticket. This ensures that all requests are properly documented, approved, and executed in a timely and efficient manner.

Notice Required for Ticket Requests

As part of the Bryan College Marketing and Communications Department's commitment to providing efficient and effective social media support, we require **a minimum of 5 business days' notice for all social media requests**. This includes requests for posts, advertisements, and other types of content.

In addition, **for Instagram and Facebook filter requests, we require a minimum notice period of 10-20 business days**. This is due to the complex nature of building and receiving approval for these filters, and we ask for your understanding and cooperation in allowing us sufficient time to complete these requests to the best of our ability.

By providing advance notice for your social media requests, we can ensure that we have the time and resources necessary to create high-quality, impactful content that aligns with your goals and objectives.

Instagram Reels Requests:

Our social media policy for the Bryan College Marketing and Communications Department includes the following guidelines for Instagram Reel requests:

- All videos must be filmed on an iPhone to ensure quality.
- Videos should be submitted via a file over Google Drive through the [ticketing system](#).
- Videos must be filmed vertically in 4K at 60 frames per second. Please refer [here](#) for instructions on how to set this up on your phone.

- Instagram reels require all videos to be 1080x1920px (9:16 ratio). Videos outside of this aspect ratio may experience cropping.
- Reels are recommended to be between 2-10 seconds in length, but they may go up to 30 seconds. Exceptions to this guideline can be made on a case-by-case basis by the Bryan College Marketing and Communications Department.

By following these guidelines, we can ensure that our Instagram Reels are of the highest quality and in line with our department's standards for social media content.

Post Frequency Limitations:

At Bryan College, we understand the importance of social media in reaching and engaging our community. To ensure that our social media accounts are used effectively and efficiently, we have established the following guidelines for post-frequency limitations:

Limitations:

- Unless otherwise approved by the Marketing and Communications Department, there is **a maximum of five social media posts per day per page** for all client requests. Requests are generally processed on a first-come, first-served basis. However, the Marketing & Communications Department reserves the right to prioritize certain social media requests over others based on the urgency and nature of the content.
 - Long-term events: Each department may post a maximum of two social media posts per week for events that are marketed over four or more weeks.
 - Short-term events: For events that are marketed for three weeks or less, each department may post a maximum of three social media posts per week leading up to and during the event.
 - Non-event-related posts: To avoid over-saturation, for non-event-related posts, each department may post one social media post per day for the same or similar audiences.
 - Exceptions to these rules can be made for urgent notifications such as final reminders to RSVP/register for an event.
 - Additional exceptions are made on a case-by-case basis at the discretion of the Marketing & Communications Department.

We believe that these post frequency limitations will help us to maintain a consistent and engaging presence on social media while avoiding overwhelming our followers with too many posts. We appreciate your cooperation in adhering to these guidelines.

Social Media Etiquette Policy

We welcome you to Bryan College's social media sites. We provide this forum as an opportunity for the Bryan community to edify, inform, and entertain. As a liberal arts Christian college we expect a high standard in our members' comments on our official Bryan College social media sites. Review our social media etiquette and policies below.

Scope of Policy

1. This policy applies to all social media accounts representing Bryan College and/or one of its offices, departments, centers, colleges, schools, or programs.
2. However, this Policy does not extend to the personal Social Media accounts of Bryan College students or employees.
3. Additionally, this Policy does not apply to Social Media accounts belonging to student organizations at Bryan College.

Be Responsible

What you write is ultimately your responsibility. Foul language, and inappropriate or malicious comments not representative of the mission and motto of Bryan College are inappropriate. By posting on Bryan's social media sites, you are agreeing to the terms of use as outlined in our etiquette and policies.

Respect Others

Share your views but be thoughtful about your posting's content and potential audiences. Be respectful of others' opinions; constructive and respectful in your comments. Remember the golden rule do unto others as you would have them do to you - Luke 6:31. Posts or responses must be honoring to God and respectful of Bryan College, students, administration, board of trustees, staff, faculty, alumni, and the community. Participation in Bryan's social media sites is not a right but a privilege, so please treat it seriously and with respect. If you want to participate, be sure to abide by these standard practice guidelines.

Be Aware of Liability

You are responsible for what you post on your site and the sites of others. Individual bloggers and others have been held liable for proprietary, libelous, or obscene content. Increasingly, employers are conducting Web searches on job candidates before extending offers. Be sure what you post today will not come back as an issue for you in the future.

Be Thoughtful

How to engage us outside of the public forum? Rather than starting a discussion on social media if you have questions regarding a rumor, you have heard or if you have concerns about a policy or administrative decision, please call 423.775.2041 and ask to speak with someone in administration or send an inquiry to advancement@bryan.edu.

Violation of Social Media Etiquette and Policies

Our goal is to empower the Bryan community to share on our social media sites. However, inappropriate posts and users that violate the above etiquette and policies will be removed by the Advancement Department. Bryan College reserves the right to change these terms of social media etiquette and policies at any time. An updated copy of the terms of etiquette, policies, and procedures will be available on request.

Social Media Policy for Administrators

Bryan College encourages the use of social networking sites including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, and Blogger. Such sites offer open lines of communication between Bryan College, the community, and our alumni and friends, allowing the college to share events, educational opportunities, and other information. Departments, student groups, athletic teams, clubs, etc., are encouraged to maintain interactive and current social networking sites that promote open discussion of topics related to Bryan College and its constituents.

All social networking sites and administrators who use a social networking service as a representative of Bryan College (in your capacity as a faculty or staff member, student leader of a club or organization, or student-athlete), must agree to abide by the following policies and procedures:

1. No social media site may in any way hinder the mission of the College, which is educating students to become servants of Christ to make a difference in today's world.
2. Any primary administrator must be an employee of Bryan College or a designated student under faculty or staff supervision. Secondary administrators must be approved by the primary administrator.
 - Primary administrators are those who are ultimately responsible for the site, and one will be identified for each site in question.
 - Secondary administrators are those to whom the primary administrator has given administrative access. For example, each admissions counselor has administrative access to the admissions Facebook page, but the Director of Admissions is ultimately responsible for the page, and so is considered the primary administrator.
3. The primary administrator is responsible for the activity that occurs on the site, including ensuring regular content updates.
4. Bryan College and the organization, club, athletic group, or department represented must be identified in the username and site title. The Marketing & Communications Department can guide naming conventions.

Branding of your site includes what you name it, any link alias, and the image(s) you use to represent the site, all of which must be approved by the Marketing & Communications Department whose responsibility it is to ensure that every Bryan College social media site uses branding that represents the college excellently. Here are several considerations:

- If you're using the college logo, it needs to follow our usage guidelines.
- The image must be formatted and uploaded so it displays correctly on the site's thumbnail version.
- For Facebook pages, you will need to submit two images for approval: (a) 180x180 px profile logo image and (b) 851x315 px less than 100KB cover photo.

Before beginning a social networking site, written permission must be granted by the Marketing & Communications Department as well as the head of the department, club, organization, or athletic team involved.

The Marketing & Communications Department must be given full administrative access to each account. Any content on any site that is found to violate these policies may be removed by the Marketing & Communications Department after first going through the Department Head or Supervisor.

1. Any site that regularly violates these terms and conditions may be deactivated by the Marketing & Communications Department after first notifying the Department Head or Supervisor.

2. Any site that is not under Marketing & Communications Department administration and utilizes Bryan's name or logo or the name or logo of any of our athletic teams or organizations may be deactivated with the site host (e.g., Facebook, Twitter, etc.) for trademark violation.
3. The Marketing & Communications Department reserves the right to deactivate the administrative rights of any person for any violation of these policies and procedures after first notifying the Department Head or Supervisor.
4. Content (videos, photos, music, etc.) posted to a social networking site by an administrator may be used by the college for any marketing or fundraising purposes as deemed appropriate by the college. Applicable copyright laws must be observed in postings by administrators. Please see the college's copyright policy on MyBryan for guidelines.
5. At Bryan College, our social media accounts are intended to serve as a representation of the college and its values. In keeping with this purpose, these accounts mustn't be utilized for the promotion, endorsement, identification, or advertising of non-University entities or organizations. The only circumstance in which such actions would be permissible is if they are part of an official, authorized corporate sponsorship arrangement.
6. At Bryan College, all content shared on our official social media accounts must be either owned by the College or have received proper authorization from the College or the designated account administrator. If the content is owned by third parties, it may only be shared with the express written permission of the copyright or trademark holder and must include clear and appropriate attribution to the source.

Administrators may not share information that is confidential and/or proprietary about the College, students, or staff, or that would in any way violate the College's privacy policy or FERPA law. Administrators must be honoring to God and respectful of Bryan College, students, staff, alumni, and the community in their posts and responses to posts. Administrators agree to follow Bryan College's Levels of Response Guide regarding negative or controversial posts. It is the primary administrator's responsibility to monitor site activity frequently and respond accordingly.

Under no circumstance is Bryan College liable for legal damages as the result of an employee's or student designee's actions associated with a social networking site. If contacted by the media as a Bryan College representative, an administrator must refer the media to the Director of Public Information.

In addition to abiding by these terms of service and policies and procedures, administrators must abide by the terms of service of the applicable social media site.

The Bryan College Marketing Department reserves the right to change these terms of service and policies and procedures at any time. An updated copy of the terms of service and policies and procedures will be available on the website. An email will be sent to the campus when updates have been posted.

Social Media Policy for Athletes/Coaches

Coaches may designate one person from the program internally who will assume responsibility for adhering to the social media policy and meeting the specified posting frequency requirements consistently throughout the calendar year. Initially, the coach must inform the Sports Information Director (SID) of the chosen person from the program internally. Subsequently, the SID will facilitate the provision of contact details (email/phone number) for our Marketing and Communication Department's Social Media Coordinator, enabling the scheduling of an appointment for training and security requirements.

The designated person from the program internally must attend an in-office meeting where they will receive a comprehensive overview of the social media policy and be granted access to the designated social media platform for their respective sport. Additionally, this person is obligated to furnish their complete name, email address, and cellphone number for communication purposes as necessary.

The designated person from the program internally will be responsible for posting content on the designated social media platform, alongside their Coach still having access as well. Coaches are fully responsible for the actions and integrity of the social media platforms being run. Any modifications regarding the handling of social media by athletes must be promptly communicated to the Marketing and Communications Department.

Social Media Levels of Response Guide

A social networking service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social networking services are web-based and provide a variety of ways for users to interact, such as forums, comment feeds, and instant messaging services.

Facebook, Twitter, and others are online social networks where Bryan College students, prospective students, faculty and staff, alumni, and friends share information and interests. Bryan College is increasingly using social networking and recognizes the marketing and community development potential of such sites.

Social networks are interactive; thus they are not without risk. As our social media involvement has increased, so too needs policies and procedures governing the use of that social media involvement by representatives of the College.

The following is Bryan College's Levels of Response Guide to Social Networking Posts and must be followed on all social networking sites that represent the college. If there is any question regarding an appropriate response, please refer the post to the Marketing & Communications Department for action.

To ensure that any inquiries or concerns raised on social media can be addressed promptly, all relevant contact information for the necessary parties can be found at <https://www.bryan.edu/about/directory/>. This includes contact information for the Marketing & Communications Department, who should be consulted in case of any questions regarding an appropriate response to a social media post

LEVEL 1 » (No response necessary)

A general complaint, negative opinion, bad experience, controversial post, etc. Controversial posts about alumni should be referred to the Alumni Office for action.

LEVEL 2 » (Response from primary site administrator)

A complaint based on the fact that can be addressed, or spam or other advertisements from an organization not affiliated with Bryan College.

The site administrator should respond politely to provide information or make a correction. An offensive post may be removed; a post using foul language must be removed.

Under no circumstances should a college employee or student designee engage in derogatory or argumentative posts with anyone.

LEVEL 3 » (Report activity to the Marketing & Communications Department for action)

Terms of Service (TOS), copyright, or trademark violations; defamatory postings or those depicting illegal or illicit behavior.

The Marketing & Communications Department may contact the social media host (i.e., Facebook, Twitter, etc.) to report the activity of the offender(s) in violation of the host's TOS. Fans or Friends may be blocked from viewing or posting on the site again. Postings involving illegal or illicit behavior will be reported to the proper authorities.

Under no circumstances should a site administrator initiate a violation report with the host site. Such violation reports must come from the Marketing & Communications Department so they can be properly tracked and documented.

LEVEL 4 » (Immediately report activity to the Marketing & Communications Department, who will contact the necessary authorities)

Posting that involves threats of physical harm to any person and is not satirical. Any posting that a reasonable person could construe as a possible physical or legal threat.

Account Creation

Before beginning a social networking site, written permission must be granted by the Marketing & Communications Department as well as the head of the department, club, organization, or athletic team involved.

The Marketing & Communications Department must be given full administrative access to each account. After the creation of a new social media account, the Marketing & Communications Department must be immediately notified of the username and password as well as any future changes. Failure to submit the login information of any new account may result in the social media account being reported to the site host (e.g., Facebook, Twitter, etc.) for trademark violation.

Branding:

Branding of your site includes what you name it, any link alias, and the image(s) you use to represent the site, all of which must be approved by the Marketing & Communications Department whose responsibility it is to ensure that every Bryan College social media site uses branding that represents the college excellently. It is vital that you know these rules, so please see our Branding Guide for the complete list of guidelines. Bryan College and the organization, club, athletic group, or department represented must be identified in the username and site title. The Marketing & Communications Department can guide naming conventions. For

those in need of further brand resources, such as logos and templates, please visit our Design, Marketing & Communications website at <https://www.bryan.edu/community/design-marketing-communication/>.

Pictures:

Most social media sites have the option for a profile picture and/or a cover photo. For a profile picture, you must use the designated picture given to you by the Marketing & Communications department after your application has been approved. This helps with consistency across the institution and keeps all of our social media accounts organized. For a cover photo, you may choose your photo, however it must relate to your group/organization. If you need help finding a picture, you can contact the Marketing & Communications department for guidance.

Post Frequency:

During the academic year (August-May), all social media accounts associated with Bryan College are required to maintain a minimum posting frequency of four times per month, ideally equating to at least one post per week. Failure to meet this criterion will result in a "2 strike" policy, where each instance of non-compliance with the posting frequency requirement will incur a strike. Should a social media account accumulate more than two strikes, the Marketing & Communications Department retains the authority to promptly deactivate the account if its content adversely affects the college's image. Such deactivations will be promptly reported to the respective Department Head or Supervisor.

During the summer months (June-July), the posting policy remains consistent with the academic year, requiring a minimum of two posts per month, while adhering to all other frequency guidelines. Exceptions to this posting frequency policy may be considered based on the nature and objectives of individual accounts. For further information or inquiries regarding exceptions, please reach out to the Marketing & Communications department.

In the event of non-compliance with the posting requirement, the "2 strike" policy will be implemented. Each instance of failing to meet the stipulated posting frequency will result in a strike. Should a social media account accumulate more than two strikes, the Marketing & Communications Department reserves the right to assume responsibility for posting on behalf of the Department. Notification will be issued to the Department Head, and continued inaction by the Department will lead to account deactivation.

Hashtags:

The Marketing & Communications Department employs the hashtag #BryanCollege to monitor visual content across social media platforms. Additionally, enclosed herein is a reference to our catalog of Approved Hashtags, which you may utilize in alignment with your respective Departmental hashtag.

<https://www.bryan.edu/community/design-marketing-communication/socialmedia>

Post Content:

Any content on any site that is found to violate these policies may be removed by the Marketing & Communications Department after first notifying the Department Head or Supervisor. Any site that regularly violates these terms and conditions may be deactivated by the Marketing & Communications Department after first going through the Department Head or Supervisor. Any site that is not under Marketing & Communications Department administration and utilizes Bryan's name or logo or the name or logo of any of our athletic teams or organizations may be deactivated with the site host (e.g., Facebook, Twitter, etc.) for trademark violation. Under no circumstance is Bryan College liable for legal damages as the result of an employee's or student designee's actions associated with a social networking site.

Security:

As a mandatory security measure aimed at fortifying the integrity and safeguarding the confidentiality of data, all personal Social Media accounts must be equipped with two-factor authentication (2FA) before any linkage to a Bryan College account is established. This requirement aligns with our commitment to upholding stringent security protocols and ensuring the utmost protection of sensitive information within the academic ecosystem. Implementing 2FA serves as an additional layer of defense against unauthorized access and potential breaches, thereby fortifying the overall security framework and bolstering the resilience of interconnected systems. This proactive measure is instrumental in mitigating risks associated with cyber threats, enhancing digital resilience, and preserving the sanctity of both personal and institutional data.

In the event of a compromised personal account, it is imperative to promptly notify Bryan College Marketing to initiate necessary measures. Upon detection of such an occurrence, immediate disconnection from the associated account will be enforced to ensure heightened security measures for all Bryan College accounts. Similarly, if a Bryan College account becomes compromised, timely reporting to Bryan College Marketing is mandatory, allowing for the implementation of established protocols designed to mitigate and address such security breaches effectively. Adherence to these procedures is crucial in safeguarding the integrity and security of Bryan College's digital assets and ensuring swift remedial action in the face of potential threats.

To terminate a social media site please fill out the form below with your request from the site administrator. The Marketing & Communications Department will assist with the proper closing of the site. Annual Site Performance & Review Meeting The Marketing & Communications Department will do an annual review of your site for any needed branding updates. We may request a meeting with the site administrator to go over statistics, best practices, security updates, or any other items of interest. This would be a good time to discuss needed changes, current effectiveness, and how we can help facilitate your goals for the page. Any needed changes from the Marketing & Communications Department will be listed in a document with a timeline for completion and provided to the site administrator.

Social Media Request

Fill out the Social Media Application to do the following:

- Apply for a new Bryan College social media page
- Update information on a current social media page
- Terminate a current Bryan College social media page (which you have admin access to)
- Report a site that violates the Bryan College Social Media Policy

Social Media Application

<https://www.bryan.edu/community/design-marketing-communication/social-media-application/>

If you need updated art or assistance on your social media page, please contact marketing@bryan.edu.

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