Social media services offer an exciting opportunity for Haverford College departments, offices, faculty members, students, and staff to communicate and interact with each other and with the world at large. College Communications has crafted the following guidelines to promote appropriate, effective, and respectful use of social media throughout the College community.

First and foremost, we ask that everyone using social media, whether for personal or College-related purposes:
- Follow the spirit of the Honor Code in social media interactions
- Consider how words and actions may affect others before posting
- Strive to foster an environment that genuinely encourages respectful expression of values and dialogue
- Remember that even if you delete something from a social media account it may be available in cached form or as a screenshot, so always be careful of what you say
- Respect copyright and fair use of intellectual property
- Protect confidential and proprietary information
- Always adhere to other IITS policies and procedures

COLLEGE-RELATED ACCOUNTS
College Communications maintains Haverford's official Facebook, Twitter, Flickr, and Instagram presence. Individual departments are welcome to create their own social media accounts on different platforms, but are reminded that any content they post will represent the College online to the public. Departments are encouraged to inform Rebecca Raber of their plans to start social accounts so she can offer initial guidance on effective social media strategy.

In order to assure quality of content, the following guidelines were drafted for the Haverford community. These guidelines are intended for all students, faculty, and staff who manage or contribute to official Haverford College-related social media channels.

Before creating a social media presence, ask yourself:
- Do we need a social media presence? Not every department or office needs its own account, and maintaining a successful one takes a lot of time and effort.
- Who will maintain the account? Every account, even for student-run organizations, needs an administrator. This person will monitor the account for comments, questions, and inappropriate postings while creating and posting engaging content on a regular basis. If no one has the time for this, a social media presence may not be for you.
- What are our social media goals? Please carefully consider what you hope to accomplish with your account. If you don't know, you don't need one.
- Can the College's existing official accounts be used to get your message out in lieu of creating your own account? College Communications is happy to post events/news/ information to one of the accounts we manage.

The Dos and Don'ts of Posting:
- Don't post or allow comments that contain hate speech
- Don't allow posts that would be offensive or in poor taste
- Don't post copyrighted, questionably legal content, direct attacks on individuals or groups, or libelous statements
- Don't use the Haverford logo for any kind of endorsement
- Don't release confidential or proprietary information related to the College, its staff, students, alumni, or any member of its community
- Don't use College-related social media channels to share your personal opinions or positions on controversial issues—keep in mind you're still acting on Haverford's behalf
- Don't post the same content on every social media account; have a strategy for your different channels
- Don't let your account lie fallow; have a plan for keeping your account updated—yes, even over the summer
- Do find a meaningful image for your profile picture, but don't use the cupola, which is reserved for the official Haverford account only
- Do solicit feedback from your audience
- Do post accurate, concise, and useful information, and respond to your commenters in a timely manner
- Do acknowledge who you are or who is running the account whenever possible
- Do obey the terms of service of any social media site you're using
- Do link back to the College's website or appropriate sub pages whenever possible
- Do follow the College's Style Guide for all posted copy
- Do make corrections quickly, visibly, and publicly if you unintentionally post something inaccurate

PLEASE NOTE:
- In the event of an emergency or crisis situation, managers of official Haverford accounts are asked to share only official information provided by Campus Safety and/or the main official College accounts. Official accounts are also asked to postpone any previously scheduled posts/tweets during an emergency.
- Language that is illegal, obscene, defamatory, abusive, harassing, threatening, libelous, profane, infringing of intellectual property rights, invasive of privacy, or otherwise objectionable is not allowed and will be removed.
- Please contact Meghan Vaughan for use of the official College wordmark or logo, or with questions about their usage.
- Haverford doesn't actively monitor student social media use and cannot control all of what's said on social media channels by its community members.
- Spam and mass advertisements posted to our accounts will be removed.

A current version of this policy can always be found at:
https://www.haverford.edu/college-communications/policies-guides