

# **Hebrew College Social Media Guidelines for Staff, Faculty, and Students**

December 2022

## **Objective:**

To provide guidelines for posting on official Hebrew College social media channels or when representing Hebrew College.

## **Hebrew College Official Channels**

The official HC social media channels include the following:

- Facebook: Hebrew College, Community Education, Graduate and Ordination Programs, Miller Center Alumni FB group, State of Formation, Teen Learning, JTFGB
- Instagram: Hebrew College, JTFGB
- LinkedIn: Hebrew College
- YouTube: Hebrew College

## **Social Media Procedures, Guidelines, and Resources**

Hebrew College Marketing works to ensure that all College-affiliated social media accounts operate according to the College's channel-specific best practices and follow recommendations for data security and legal compliance. Read detailed guidelines on the following in the Marketing [guideline doc](#).

- New Accounts
- Gaining Access to Existing Accounts
- Posting Guidelines
- Posting Toolkit
- Use of branding materials, including Hebrew College logos and colors
- Responding to Posts
- Use of copyright materials
- Stagnant Accounts

## **Digital Code of Conduct**

Hebrew College expects its community to use social media in a way consistent with the principles of the College's Codes of Conduct as outlined in the Faculty Handbook, Staff Handbook, Student Conduct Code. Use of social media includes posting, re-posting, quoting, liking, commenting, or any other form of public interaction.

When using Hebrew College's official social media channels, you are expected to follow Marketing's policies, guidelines, and best practices. This includes but is not limited to the use of hate speech, bigotry, and copyright infringement. Anything that would be a violation offline is a violation online.

Do not use Hebrew College channels, accounts, or posts to fundraise or promote services, products, or a political campaign; do not use Hebrew College channels to promote personal or institutionally unrelated or conflicting events, services, or products.

Do not share access to Hebrew College accounts with unauthorized users unless first approved by Marketing. Do not share internal social media data or account access with third-party applications unless approved by Marketing or IT.

Respect copyright, fair use, and financial disclosure laws. Do not provide any confidential information or information that is meant to be private or confidential to Hebrew College.

If you are not sure whether or not a social media post you are considering meets Hebrew College's Digital Code of Conduct, please first seek approval from the Marketing Department.

### **Guidelines Offenses**

Failure to comply with these guidelines may result in a verbal warning, a written warning or termination for cause.

### **Guideline Maintenance**

Hebrew College may revise these guidelines at any time but must communicate changes to all employees. The College will review all official social media channel activity/followers annually and revise guidelines as needed.