

## FB Administrative Privileges Guidelines

The University of Portland recognizes the importance and benefits of communicating through social media and creating online communities. Facebook is a powerful vehicle through which UP may disseminate relevant news, listen to voices of the UP community, and connect with Pilots online.

We appreciate your leadership in engaging in conversations online. These guidelines are intended to provide you tools to speak effectively on Facebook on behalf of the University and its alumni, students, and parents.

### INDIVIDUALS COVERED BY THESE GUIDELINES

Alumni volunteer leaders (e.g., chapter leaders and Board members) authorized to hold an administrative role (posting/editing rights on your Chapter's fb page) through the Office of Alumni & Parent Relations.

### REASONS FOR THESE GUIDELINES

1. To provide alumni volunteers with relevant guidance for using Facebook to communicate about their Pilot community and about the University.
2. To clarify work-related and personal uses of social media. These guidelines are not intended to restrict a UP leader's presence online, merely to guide and support.
3. To clarify roles of alumni volunteers vs. A&PR staff.

### GUIDELINES

Our expectation is that all interactions on your community's Facebook page remain both relevant and respectful to the UP community.

We reserve the right to remove any posts that do not adhere to our guidelines, as well as to remove any member from an administrative role, or block entirely should these guidelines be violated. In an effort to foster a safe and supportive online community, we will not tolerate the following content:

1. Anything that violates Facebook's terms of service.
2. Content that includes defamatory or disparaging remarks about other people.
3. Content that is deceptive, misleading, or fraudulent.
4. Profane language or content.

5. Content that promotes discrimination on the basis of race, color, national or ethnic origin, gender, disability, age, religion, sexual orientation, genetic information, or veteran status.
6. Content that promotes any particular political agenda or message.
7. Content that violates any local, state, federal, and/or international laws or regulations.
8. Promotion of commercial products or non-UP related programming.
9. Content that contains confidential or proprietary information about UP, its faculty, students, schools, programs, alumni, volunteers, or staff.

## SITUATIONAL PROTOCOLS

### **What if a user posts an offensive or inappropriate comment either publicly or through a private message?**

First, record the comment by taking a screenshot. Next, promptly delete the comment if it was posted publicly. If the message is private, do not reply. If the user posts another comment or shares any message concerning censorship of their inappropriate content, politely direct them to the Alumni & Parent Relations website where they can find a statement about social media purpose and terms of use, and encourage them to reach out to the A&PR Office with their concerns. If someone continues to cause problems, promptly contact the Office of Alumni & Parent Relations.

### **What is our role when UP is going through a public relations situation?**

All online UP platforms and profiles should respond appropriately and coincide harmoniously with any current events related to UP students, staff, alumni, or policy. If a "public relations situation" occurs, the protocol is for each page's admin to consult with the Office of Alumni & Parent Relations. Courses of action may include (1) temporarily halting posts from your account, (2) rescheduling posts, (3) creating new content, (4) addressing alumni concerns through posted content, and/or (5) proceeding as planned. Any messaging that is supplied by the University will be sent to page administrators by the Office of Alumni & Parent Relations. Administrators may then disseminate how they wish.

### **What is our level of responsibility to reply to comments, posts, or direct messages?**

There is no need to reply directly to all comments. However, comments that feature questions or concerns should be acknowledged. Direct messages should also be responded to. When in doubt about how to respond, the administrator of the account should consult the Office of Alumni & Parent Relations. Responses do not require a sign-

off, but can feature the use of the pronoun "we" as a representative of the Pilot community.

#### FINAL NOTES

Any messaging in the voice of "the UP community" should be supplied and approved by the Office of Alumni & Parent Relations.

The Office of Alumni & Parent Relations values honest, authentic, and transparent communication with our constituents. We look forward to creating this online community with you!

If you have questions or concerns about these guidelines, please email the Office of Alumni & Parent Relations. We will address any concerns or questions as soon as possible.

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*Please initial that you have read and agree with the above FB Admin Guidelines*

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