

INTRODUCTION

The Ohio State University is developing a policy that will help guide employees as they participate in social media. Employees are encouraged to review and become familiar with this and the policies at the end of this document as they engage personally and professionally with social media. The Ohio State University policy will guide our College's use of social media, and so the College of Food, Agricultural, and Environmental Sciences is providing the following best practices and guidelines for employees.

DESCRIPTION

Social Media are works of user-created video, audio, text or multimedia that are published and shared in an electronic environment, such as a social network, blog, wiki, email, or video hosting site.

Social Media presents opportunities for Ohio State University's College of Food, Agricultural, and Environmental, Sciences' employees, customers, and community to engage in conversations that will personalize research, outreach and educational successes and extend information that can better lives, businesses and communities.

GUIDELINES

1. When using Social Media, CFAES employees will comply with the law and with college and university policies; any conduct that would be illegal or a violation of policy in the "offline" world is illegal or a violation of the policy when it occurs online.
2. During working time, CFAES employees should use Social Media only for business use, in strict compliance with all other terms of university policies. Employees should keep in mind that even when using Social Media for personal use, discretion must be used as these are in the public forum.
3. When using Social Media, CFAES employees are speaking only for themselves unless they have prior authorization from their manager/supervisor or from administration to speak for CFAES.
 - Those authorized to speak on behalf of the College, including Academic Programs, OSU Extension, or the Ohio Agricultural Research and Development Center, should keep the following in mind:
 - Refer to the organizations' brand standards manuals (<http://commtech.ag.ohio-state.edu/resources-content/branding-standards>) to make sure that the language and images used in posts, tweets, etc., align with the attributes, personality, tone of voice, and core goals of the College, Extension and OARDC.
 - Provide quality, timely content that encourages engagement, so that CFAES is seen as a helpful resource.
 - Those not authorized to speak on behalf of CFAES still need to recognize the opportunities social media presents to positively or negatively project the image of the college. Remain a credible source in your personal and your professional social presences.
4. Employees using Social Media and speaking on behalf of the College are not permitted to:
 - Use profanity or derogatory language
 - Use sexually explicit language or material of any kind
 - Share copyrighted material unless permission is granted (e.g., through a "Share" button by the originator of the material)
 - Engage in academically dishonest behavior, unethical actions, or illegal activities.
 - Make libelous statements or aggressively attack any individual or group
 - Make solicitations that are commercial in nature, except when marketing or publicizing CFAES for-sale items

Social Media Guidelines

- Share personal information about an individual or group without their permission
- Share confidential OSU information. If you find yourself wondering whether you can talk about something you learned at work -- don't.
- Share customer information: Do not talk about customers or release information about them.
- Share personnel information: Do not refer to your co-workers in an abusive or harassing manner.
- Share legal information: Do not disclose anything to do with a legal issue, legal case, or attorneys.

5. Employees using Social Media are encouraged to:

- Be smart. Be respectful. Be human. Be authentic.
- Be transparent. State if what you are writing is your own opinion; be clear when you are speaking as an individual, not for the College.
- Be careful. Protect what personal information you share online.
- Be responsible and act ethically. When you are at work, your primary responsibility is the work of the college (teaching, research and/or outreach).

6. Any employee creating a new Social Media presence for official business purposes (e.g., creating a Facebook group, starting a Twitter account, starting a blog) must inform the Leader, Emerging Media ([Mitch Moser](#)), in Communications and Technology. This will ensure alignment with university and College policies and present additional opportunities for support and resources. This includes, but isn't limited to, greater cross-promotion and awareness for all organizational channels.

7. When creating a blog for work purposes that invites members of the public to comment, the policy page must include these participation guidelines to prevent potential misuse of the comments section:

Social Media Participation Requirements

This [name of social presence – e.g., blog] presents an opportunity to engage The Ohio State University's College of Food, Agricultural, and Environmental in conversation about [topic].

Please keep in mind that this [name of social presence] community is founded in trust and fairness around a central issue: [topic of content]. The successful interaction of this community rests on respect and adherence to the following.

Comments that contain the following are not permitted:

- Profanity or anything derogatory in nature
- Sexually explicit language or material of any kind
- Copyrighted material used without permission
- Reference to academically dishonest behavior, unethical actions, or illegal activities
- Libelous statements or aggressive attacks on any individual or group
- Solicitations or any comments commercial in nature
- Personal information of an individual or group without their expressed permission

CONSEQUENCES

CFAES employees who do not follow University policy and guidelines are subject to the consequences associated with that particular policy or guideline.

RELATED POLICIES

All employees should be familiar with the following policies, procedures, and guidelines as they relate to the use of social media. University policy is found here: <http://www.osu.edu/policies/>

* University Social Media Policy (in development)

* Affirmative Action, Equal Employment Opportunity & Non-Discrimination/Harassment

Social Media Guidelines

- * Sexual Harassment
- * Workplace and Family and Relationship Violence
- * Privacy and Release of Student Records
- * Disclosure or Exposure of Personal Information
- * Responsible Use of University Computing and Network Resources
- * Web Policy and Guidelines

RESOURCES

The following are excellent resources: Ohio Farm Bureau Federation's (OFBF) Social Media Guide, John Glenn School - Kiplinger Program, Mashable. Please note two links, found in OFBF's Guide on social etiquette (<http://www.msnbc.msn.com/id/29616648/>) and (<http://www.techipedia.com/2008/social-media-etiquette-handbook/>).

APPROVAL

Effective: November 28, 2011 Last Reviewed: November 28, 2011 Last Revision: November 28, 2011

Prepared by: Social Media Team, College of Food, Agricultural, and Environmental Sciences

Approved by: CFAES Vice Presidents Cabinet