Earlham College social media policy

Social media provides opportunities for Earlham College to encourage dialogue, build community and share its story with a global audience over a variety of digital platforms.

While the College maintains an official presence on many social media websites, other members of the campus community can also build affinity communities via social media. Please read the following policy to ensure that your practice syncs with Earlham’s overall communications goals and is consistent with the College’s Principles & Practices. The official College logo and wordmarks are reserved for posts by faculty and staff.

The following guidelines and best practices for representing Earlham on social media will help:

- **Protect our reputation**: We all influence Earlham’s reputation. Therefore, it’s vital to use correct spelling and punctuation.

- **Be conversational**: Social media channels are conversations. Listen to what issues are on the minds of the people you want to reach. It’s the likes on Facebook and the re-tweets on Twitter that make your posts valuable.

- **Encourage interaction**: It’s best to respond to prompts and questions in a timely manner. It is generally best not to censor or delete unflattering comments, unless posts contain profanity or messages that are discriminatory or offensive.

- **Be consistent**: Generate regular and timely updates. If you can’t devote time to maintain your own social media page, don’t start one. Instead, consider sending your department’s news and information to Brian Zimmerman, director of media relations, at zimmebr@earlham.edu.

- **Be aware of liability**: You’re legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).

- **Share high-quality multimedia**: Seek opportunities to integrate photography, videos, podcasts, and other forms of multimedia to enhance posts. When posting multimedia, choose content that is in focus and easy to identify.

- **Own up to your mistakes**: If you make an error, correct it quickly and visibly. This will help earn you respect in the online community.

- **Avoid endorsements**: Be careful about making posts that could be seen as endorsing positions on controversial topics that the College hasn’t taken.