De La Salle University - Social media guidelines

De La Salle University, as an institution that engages in new technologies to constantly enhance communication with stakeholders, understands the value of the use of social media for the freedom of expression of its faculty, students, and staff. Through the proper use of social media, the University encourages critical thinking through a thoughtful discourse between and among members of the Lasallian community.

The University has developed "best practice" guidelines on how to properly use social media channels for communicating and engaging with various audiences. These guidelines will encourage students, faculty, and staff to protect the institutional name and image while adhering to University policies.

General guidelines

Transparency

Be transparent about your identity. Whether you are posting in behalf of the University or your organization, or if you are expressing your personal views about a particular topic, make sure that you have identified yourself and your goals clearly.

Accuracy

Make sure that the information in your post is accurate. Verify your information with a source first before posting. Whenever possible, cite and link your sources.

Confidentiality

Do not post confidential or proprietary information about DLSU, its faculty, employees, students, or alumni. Use good ethical judgment and follow University policies.

Proper use of proprietary information and content

The use of copyrighted materials without citing the source or asking permission from the source prior to use is prohibited.

Following existing University policies

Students, faculty, and employees who wish to create social media channels that are directly or indirectly associated to DLSU are advised to follow DLSU's existing policies on the use of trademarks and non-commercialization.

Visit the Intranet at the DLSU website to review these policies for strict compliance.

Accountability

You are responsible for all postings reflected in your social media accounts, whether from you or from your audience. Should your account be deemed as inappropriate when pertaining to the name and image of DLSU, the University reserves the right to restrict the posted material and impose proper disciplinary action.

Posting for DLSU

Proper use of logos and other creative materials

When representing the University whether online or in any other medium, make sure that you follow the University standards in the use of logos and other trademarks. You must likewise seek permission for the use of official University photos, videos, and content before posting.

Posting confidential information

Ask permission to publish or report on conversations that are meant to be private or internal to DLSU. Your statements must be factual and not misleading; in addition, all your claims must be substantiated and approved.

Personal site guidelines

Honesty

Be honest about your role as a member of the DLSU community. In personal posts, identify yourself clearly whether you are a faculty, employee, or student of the University, and that your views are that of your own and do not reflect the views of the University.

Liability

You are legally liable for what you post on your own site and on the site of others. Individual bloggers can be held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous, or obscene.

Use of official University marks and materials

Do not use official University logos, marks, or images on your personal online sites.

Official DLSU social networking sites

Facebook

www.facebook.com/DLSU.Manila.100

www.facebook.com/DLSU.GradStudies

Twitter

www.twitter.com/DLSUManila

www.twitter.com/DLSUGradStudies

www.twitter.com/DLSU_MBA

Instagram

@dlsu

Telegram

t.me/DeLaSalleUniversity

References:

http://brandresources.depaul.edu/vendor_guidelines/g_socialmedia.aspx

http://www.csufresno.edu/ucomm/standardsmanual/Fresno_State_SM_Etiquette_Dec091.pdf