

## **MEDIA RELATIONS POLICY**

Dalton State's Office of Marketing and Communications is responsible for media relations, developing media relations strategies, the dissemination of news on behalf of the college and responding to requests from the media. Media relations should advance the Dalton State mission and enhance the brand in a consistent and accurate manner.

The college recognizes the important role of the news media as a channel of communication with the public and will provide media with timely and accurate information. The OMC is the designated point of contact for news media and is the source for official news about the college. Faculty and staff members who wish to initiate contact with the media or who receive media inquiries should contact the OMC's communications manager before proceeding.

### **News Releases**

All releases (with the exception of Athletics) should be drafted and released through the OMC. OMC staff members have experience and skills to determine the most effective methods of communicating news about the college and the best channels to use. These may include - but are not limited to – sharing information with the media and posting to the Dalton State website, social media channels and The Beep Blog.

### **Emergency Response**

In the event of an emergency, OMC will work with Administration and Public Safety to gather and coordinate the distribution of news to the local community. Following initial notifications of emergency, OMC will prepare and release updates as needed. Faculty and staff should not respond to public inquiries (including social media) or inquiries made by the media during an emergency but should refer all inquiries to OMC for response.

### **Use of College Title or Affiliation**

The OMC is available to consult with faculty and staff on when it is appropriate to use your title and affiliation with the college. Members of faculty and staff should not use their college affiliation when writing a letter to the editor or op-ed piece or in a public forum without the permission of the OMC. It is not appropriate to include your affiliation with Dalton State when expressing personal points of view.

### **Media Access to Dalton State**

Dalton State is first and foremost a place of learning. Members of the media are expected to conduct themselves in a way that does not hinder or disrupt classes or campus activities. Members of the media are required to notify OMC before coming to campus. OMC reserves the right to accompany media working on campus. Our campus is open and public, but classrooms are under the control of faculty members. Requests from news media to enter classes should be referred to OMC, and permission must be granted by the college and faculty member in charge. Students in the class must be informed and given the opportunity to leave if they wish.

## **Social Media Policy**

## Background and Introduction

Dalton State College recognizes the value of social media (defined here as online communities including Facebook, Twitter, YouTube, Snapchat, Instagram and others) as a significant tool for the creation and dissemination of news and information about the college to its varied constituencies, including, but not limited to students, prospective students, alumni, faculty and staff, donors, members of the community, news media and other stakeholders. The purpose of this policy is to provide guidelines regarding the development and management of content about Dalton State College on social media platforms.

## Social Media Account Administration

**1. All Dalton State social media channels must be approved before being created or published. The group administrators must seek approval from the Office of Marketing and Communications. The OMC staff will ensure pages are created in compliance with Dalton State's Social Media Policy.**

2. If a Dalton State organization, department, group, program, or sports team creates a Social media account, it will be officially recognized at [Campus Wide Social Media Channels](#).

3. All Dalton State social media accounts must assign admin and/or login rights to staff members in the Office of Marketing and Communications. All Dalton State media accounts must have a faculty or staff member as administrator at all times. Dalton State employees identified as administrators of social media accounts are held responsible for managing and monitoring content on their officially recognized social media sites and are responsible for removing content that may violate the college's conduct Policies.

## Social Media Rules pertaining to official Dalton State accounts

1. All content must relate directly to Dalton State College business, programs, and/or services. Content placed by site administrators cannot promote individual opinions or causes which are not directly related to college purposes.

2. All content published by the college must be accurate and consistent – as such, information distributed via social media must be in agreement with the college's printed and electronic (e.g., [www.daltonstate.edu](http://www.daltonstate.edu)) information.

3. Copyright and Fair Use Laws apply to content on social media. For information on use of copyrighted text or media (i.e., video, images), refer to <http://www.usg.edu/copyright>. In addition, whenever possible all sources should be cited.

4. The Dalton State College logo (bell tower) is trademarked, and official use must be approved by the OMC. The logo cannot be altered and must be used in compliance with the college's [Brand Book](#). The Dalton State Roadrunner image is likewise trademarked.

5. FERPA (Federal Educational Rights and Privacy Act) requirements apply. Ask the OMC how to make sure you're in compliance.

6. As a higher education institution, every effort should be made to ensure accuracy/grammar/spelling are correct when posting content. Posts should have a professional tone and maintain the dignity of the college. All content is subject to approval by the OMC.

7. Laws and USG/Dalton State policies apply to posts on social media channels. Posts should not include sexist remarks, bullying, discrimination, or sexual harassment. Additionally, posts should not endorse political topics or candidates.

8. Refer news media to the OMC. The presence of Dalton State on social media sites will invite media inquiry. Reporters should be referred for coordination and guidance to OMC.

## Other Considerations

Please be aware all social media content and posts are bound by each platform's Terms of Service, The Dalton State College Code of Conduct, the Dalton State Computer Use Policy and the Dalton State Brand Book. In addition, the college reserves the right to block or remove the content of any post that violates campus policies, including, but not limited to harassing, threatening or profane language, hate speech or any that creates a threatening or intimidating environment, any violation of intellectual property rights or privacy laws, obscene, or otherwise injurious or illegal material. Solicitation is likewise prohibited through Dalton State social media accounts.

## Social Media Branding

1. When selecting a profile and cover image, choose art that properly reflects the Dalton State brand. To have branding created for your social media platform, please submit a [Marketing Project Request](#) on the OMC webpage.

2. How to name your page: All Dalton State affiliated accounts should begin with "Dalton State" followed by your organization's name. For example, "Dalton State Wright School of Business."

## Social Media Goals

1. Cultivating a group of people around a social media presence takes time and energy. If done poorly, it can do more harm than good. Take care to update social media sites regularly and provide responsive contact when and where indicated. **We do not endorse any new pages or channels being launched without a clear plan to keep the page updated and relevant.** At least one position (not individual person) must be named as a responsible party to maintain the page. (e.g., STM administrative assistant, health professions dean, recruiter, etc.) If your page becomes stagnant or dormant, it will be removed or deactivated by the OMC.

2. Before a new page is launched, clear, measurable goals need to be provided to OMC for the channel. These goals need to be more than "program awareness" or "social media engagement." Instead goals should reflect a specific mission, such as increased enrollment or retention. There must be plans to monitor these goals are being met.

3. Refer to the college's [Social Media Standards and Guidelines](#) for more in depth information regarding managing a social media channel.

## Social Media Communication During a Crisis

The OMC uses social media platforms to ensure emergency communications reach our community in the quickest way possible. In conjunction with Administration and Public Safety, the OMC conveys information to our students, faculty, staff and community during an active emergency, provides information in the aftermath of an emergency, and coordinates texts, alerts and website information. The

OMC specifically uses social media to convey timely information directly from the appropriate sources and to monitor conversations about controversies and crises, and use that information to inform our overall communications strategy in relation to those events and topics. **Do not use your social media channels to post about emergency situations.** The OMC will handle communication in crisis. Refer to Roadrunner Alert, the Dalton State website and the college's primary social media accounts. All communication during a crisis or emergency **must** come through Administration, Public Safety and the OMC.