



Social Media Guidelines

Guidelines

All official Iona College social accounts must publish and consistently enforce the following Terms of Service as a condition of the accounts' official affiliation with Iona.

Social Media Guidelines

Iona College is a caring academic community, inspired by the legacy of Blessed Edmund Rice and the Christian Brothers, which embodies opportunity, justice and the liberating power of education. Iona College's purpose is to foster intellectual inquiry, community engagement and an appreciation for diversity. When it comes to creating and managing social media accounts on different platforms, we believe our audience is best served if we are unified when it comes to content and strategies.

The College's social media presence (*see Official Social Media Accounts below*) directly reflects Iona's identity. Working together, we can create an online presence that makes a positive impact. In addition, a unified approach will also help during emergencies. If we unify around the main College's accounts, we can send out timely updates to our audience in the event of power outages, snow days, crime or other emergency situations. Iona's social platforms include but may not be limited to:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)

Terms of Service

All of the College's managed online communities are intended to inform users of Iona-related events and news updates, as well as foster a sense of community among users and promote positive discussions.

Online Guidelines

When communicating online, please remember what happens or is said online does not always stay online. Depending on your affiliation with the College, your online activity may be subjected to Iona policies, including but not limited to the following:

- Student conduct code
- Human Resources policies, including restrictions on disclosure of confidential or proprietary information

- Harassment and Discrimination
- Information Security policy
- Acceptable Use of University Computing Resources

Cyberbullying Guidelines

Cyberbullying involves the use of information and communication technologies (for example, cellular phones, digital cameras, computers and PDAs) for the purpose of engaging in deliberate, repeated and hostile behavior by an individual or group with the intention of harming others. Cyberbullying may include cyber harassment, cyberstalking and invasion of privacy, all of which constitute violations of the Student Code of Conduct. Cyberbullying can cause significant harm to students, including loss of reputation, humiliation and embarrassment, clinical depression, fear and anxiety, loss of self-esteem and even self-injurious and suicidal behavior.

Cyberbullying in any form will **not be tolerated**, and any student or employee found responsible for engaging in cyberbullying will be subject to immediate disciplinary action, which may result in suspension or permanent separation from the College. If a case of cyberbullying is determined to be of a criminal nature, it will be referred to local authorities in addition to being adjudicated as a Code of Conduct violation. Cyberbullying is inconsistent with the Mission of Iona College and it is unacceptable for any member of the Iona Community to harass another for personal reasons and/or based on their race, color, national origin, sex disability, sexual orientation, gender identity or religion.

Personal Accounts Guidelines

As an employee/student of the College, what we do and say reflects directly on the institution, including our activity on social media. While we like to think that our personal accounts are private, it is hard for others to distinguish between our own online personal and professional opinions, especially when our personal accounts make reference to our employers.

It is important to remember this when posting content on our personal accounts. Please think **twice** when posting items that could reflect negatively on the College.

Remember that social media is not private; no matter how strict you are with your privacy settings. If you don't want something to be seen by the public, keep it off of social media. Realize that whatever you post can eventually be seen by co-workers, bosses, friends, family and even a future employer.

Deletion Guidelines

We encourage all users to share their opinions and comments freely about the topics we post, but we ask that you provide comments that are respectful and professional. Comments and posts will be removed if they are:

- Off-topic
- Represent advertisements or spam
- Constitute or encourage illegal activity

- Infringe upon someone's rights
- Contain obscenities
- Direct and target physical threats

Faculty and staff should refer to www.iona.edu/About/Administrative-Offices-Departments/Human-Resources.aspx for more information on the College's Employee Handbook and Policies. Students can refer to www.iona.edu/Student-Life/Student-Resources/Student-Handbook-Policies.aspx for more information on the College's Student Handbook and Policies.

Before Creating Your Iona Affiliated Account

Before opening an Iona College-related account of your own, consider the following questions:

- Are we staffed to properly maintain it at a consistent level? ***Inactivity, or dead accounts, can cause negative reactions toward the College.***
- What sort of content will we be sharing? Is it enough to maintain consistency?
- Will we be able to use this account year-round?
- Can we spread our message without having to create our own account?
- How will our audience grow? Will it grow? How big is it?
- What platform will serve us best? Facebook? Twitter? Instagram? YouTube? Vine? WordPress?

Students, faculty and staff are required to discuss the creation of Iona affiliated accounts with our Digital and Social Media Manager, Bianca De León, prior to its creation. The discussion shall include proposed name, graphics, usage and strategy. This process will help the College build relationships, as well as allow Iona to be better informed of what accounts exist so that we can categorize and share content with appropriate groups across campus.

Current Social Media Accounts

Students, faculty and staff who already have social media accounts affiliated with the College are required to register account information at iona.edu/RegisterYourSocialMediaAccount in order to keep our social media directory up to date.

Students, faculty and staff are encouraged to view the College's brand guideline for social media, as well as the [College brand guide](#).

Contact Information:

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Digital and Social Media Manager

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