SOCIAL MEDIA POLICY
FINALIZED: APRIL 20, 2017

The following guidelines are intended to assist staff, faculty, students, and volunteers of Wycliffe College in appropriate, positive, and professional use of social media tools (blogs, Facebook, Twitter, LinkedIn, YouTube, etc.) on behalf of—or while representing—Wycliffe College. **These guidelines apply to the use of social media as part of work responsibilities and to those personal online activities that may reasonably leave the impression that you are officially representing the College.** *This social media policy should be considered an extension of the Staff Handbook and/or the Student Code of Conduct.*

PURPOSE
Wycliffe College participates in social media to:
- Help achieve overall organizational objectives
- Increase awareness about Wycliffe College's existence, mission, and activities
- Satisfy and strengthen relationships with current stakeholders (by keeping them informed about news and developments relating to Wycliffe College, engaging in conversations, responding to questions asked and comments given, and by demonstrating an interest in the news shared by our social media friends)
- Identify, cultivate and nurture relationships with potential donors, partners, and students
- Build the reputation of Wycliffe College

GENERAL GUIDELINES
Social media is all about sharing and collaboration, therefore:
- **Live the vision; live it online.** Wycliffe College's vision statement is**:** *"Visionary leaders with Good News for a vibrant church and a changing world."* As such, when you represent Wycliffe College, you are an ambassador of the Gospel and of the College, both at the College and online. Just as you do in face-to-face interactions, conduct yourself in ways that positively reflect the College.
- **Be transparent.** When participating in online discussions on behalf of or while representing the College, who you are—name, title, and affiliation with Wycliffe College—should be clear.
- **Disclaim when necessary.** When discussing issues relevant to Wycliffe College on social media forums while *not* representing the College, identify yourself and your role at Wycliffe, and give a disclaimer that the views expressed are your own, and do not necessarily reflect those of Wycliffe College.
- **Engage with humility.** Mistakes will happen. When they do, own them. Apologize if an apology is needed.

- **Engage with grace.** Others will make mistakes too. When they do, follow the principle of "Do unto others as you would have them do unto you." Do not write about other seminaries in a negative way, but in an attitude of being co-workers sharing in God's mission. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation that feels like it is becoming antagonistic, do not get overly defensive. Feel free to ask Wycliffe Communications for advice and/or disengage from the dialogue in a polite manner.
- **Respect the Wycliffe brand.** The College logo must not be used on any social media account unless permission is sought and granted (from Wycliffe Communications) for its use.
- **Respect the law.** Internet postings must respect copyright, privacy, fair use, financial disclosure, and other applicable laws.

WYCLIFFE'S VOICE ON INSTITUTIONALLY-BRANDED SOCIAL MEDIA ACCOUNTS

As an institution of Christian higher education, it is important for the sake of institutional integrity that Wycliffe's public *voice* be seen to be consistent with the fact that it is *Christians* who operate the College's social media accounts from behind the Wycliffe logo. As such, we desire that all who participate in social media on behalf of—or as representatives of—the College be people whose lives display the fruits of the Spirit (as taught by the Apostle Paul in Galatians 5:22-23). This being the case, the Wycliffe voice will be characterized by: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control.

COMMUNICATION VALUES

Institutional social media accounts will be managed according to the following values:
- Friendliness
- Fairness
- Intelligence
- Responsiveness
- Integrity
- Sustainability