

Social Media Guidelines

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General Guidelines for NECO Social Media Accounts & Email

Scope: These guidelines are directed at the College's social media networks, as well as our email communications and @neco.edu accounts. The College's social media includes social networking sites, photo sharing sites, and blogs including but not limited to Twitter, Facebook, Instagram, LinkedIn, Flickr, Google+, YouTube, Vimeo, and blog posts on our website.

Overview: New England College of Optometry recognizes the importance of a strong presence through social media. We encourage the NECO community to engage, build networks with scholars and clinicians, stay connected, share information, and help us promote the College's mission, vision, and values.

Social media creates opportunities for us to take part in global conversations and to reach out to the broadest possible audience. In posting to social media and using the College email accounts, your voice becomes a representative of the College, communicating our mission, values, and ideals.

Professional activities online and off-line reflect both on you and the College. Therefore, it is important that members of the NECO community who engage in online dialogue are informed of established guiding principles.

We want to maintain a clear voice and message with our social media. This means we typically only have one social media account for the entire institution, rather than accounts for individual departments or offices. There are a few exceptions based on need, audience, and content.

If you work within the NECO community and wish to establish a blog, Facebook page, Twitter account, or any other social media account using the name New England College of Optometry, NECO, NECO Center for Eye Care, NECO Clinical Network, or any other NECO identifiable names or logos, you must get prior approval from the Marketing & Communications office at marketing@neco.edu.

Representing New England College of Optometry

As a member of our community, you are a representative of the College at all times and communicate our mission, vision, and values through your participation and interactions on social media.

NECO reminds users that they are considered brand ambassadors and spokespeople for the College throughout their interactions and content. This is especially relevant when posting to any NECO social media site, writing from an @neco.edu email address, discussing the College on another website or social media platform, or communicating with other members of the NECO community from a professional or personal account.

If you receive media inquiries about NECO or requests to arrange interviews, direct them to the Marketing & Communications office at marketing@neco.edu.

LEGAL GUIDELINES

- **PROTECT CONFIDENTIALITY AND PROPRIETARY INFORMATION** New England College of Optometry follows strict laws and federal guidelines to protect confidential and proprietary information about the College, our students, faculty, staff, and alumni. The College follows federal requirements such as FERPA and HIPAA and follows regulations for compliance for confidentiality, legal privacy and property policies and laws. Individuals and groups should not post any confidential or proprietary information on any social media platforms on behalf of the College.
- **RESPECT COPYRIGHT AND FAIR USE** New England College of Optometry follows copyright and intellectual property rights laws. Individuals and groups should only share photos and content publicly of those whose explicit permission has been obtained and do not infringe on any copyright laws (copyrighted content). This includes any videos, text, images, or graphics that are owned by another individual or company. For additional information, visit the US Copyright Office, www.copyright.gov.
- **PROTECT INTELLECTUAL PROPERTY** No individual or group should use trademarked and branded content (including our logo, brand, symbols, etc.) as well as intellectual property owned by the College (videos, photos, graphics, artwork, and publications) without the express permission from the College.

GENERAL GUIDELINES & RESPONSIBLE USE OF SOCIAL MEDIA

- **REPRESENTATION:** When posting on our sites or sharing content, or communicating through email, you represent New England College of Optometry at all times. Communicating through the “@neco.edu” email indicates that you are acting on behalf of the College.
- **TRANSPARENCY:** When appropriate and posting content that endorses the College, identify yourself as a student, alumni, faculty, staff member, or other representative of the school.
- **ACCURACY:** Use good judgment and accurate information when posting a comment or engaging in conversation on social media platforms, being respectful of the NECO community and its values and respecting the views of others, even if you disagree. Maintain a sense of professionalism, even when engaging with NECO social media from personal accounts.
- **PRIVACY:** Do not share any personal information on our social media platforms and follow all legal guidelines for confidentiality and privacy.
- **SAFETY:** The use of profanity/nudity is not allowed on any of the College’s social media platforms. Images and content should not include any obscene, harmful, racist, or objectionable content. The College does not generally censor social media participation, but comments that use offensive, harmful, or racist language, profanity or advertisements will be deleted immediately.
- **RESPECT:** Please be professional and respectful in comments and conversations about and with fellow students and colleagues, as well as competitors and other businesses. We encourage feedback and a healthy, respectful two-way dialogue.
- **QUALITY** Make your content rich and interesting for others to read and share. Think about what you want to say; understand the context and the rules of engagement before you post your comments.

Social Media Platform Guidelines

Follow NECO guidelines as well as those established by the social media platforms you use. A few links are provided for your convenience:

- [Facebook Terms & Policies](#).
- [Twitter Rules and Policies](#)
- [LinkedIn Professional Community Policies](#)
- [YouTube Community Guidelines](#)
- [Instagram Complete Guidelines](#)