

# College of Veterinary Medicine & Biomedical Sciences

## Social Media Policy

Thousands of current and future students, faculty, staff, alumni, and donors are using communication channels such as Facebook, Twitter, LinkedIn, Flickr, YouTube, and many others to stay connected. CSU and the College of Veterinary Medicine & Biomedical Sciences believe that having a presence in these areas will allow us to broadcast information and interact with a broader audience in an enriching way. In order to operate within these mediums effectively, Colorado State has developed a [social media policy](#) to ensure that any and all interactions on behalf of CSU represent the University's best interests. CVMBS has adopted CSU's policies and developed College-specific guidance to ensure a positive, professional experience for the public when they interact with any part of our College. CSU encourages the University community to be actively involved with social media. These guidelines are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct.

## College of Veterinary Medicine & Biomedical Sciences

### College Level Social Media Sites

The CVMBS Communications Team, along with CVMBS Development are creating and maintaining several core sites to serve as a foundation for social media communications and connections with College constituents. These are:

1. College of Veterinary Medicine & Biomedical Sciences [Facebook](#)  
Serve as College-wide community for past, current or potential future students, alumni, faculty, employees, researchers, donors and as support for the news media.
2. College of Veterinary Medicine & Biomedical Sciences [Twitter](#)  
Serve as quick daily feed of interesting news, publications, awards, whereabouts, speaking engagements, interesting discoveries from every avenue of the College's activities.
3. College of Veterinary Medicine & Biomedical Sciences [LinkedIn](#)  
Serve as primary alumni and/or donor connection especially with respect to employment networking.
4. College of Veterinary Medicine and Biomedical Sciences blogs on Word Press for [research](#) and [internships](#).  
These allow for immediate and interesting updates from our students, and potentially faculty, regarding the exciting and important opportunities they have to expand their education and contribute.
5. College of Veterinary Medicine & Biomedical Sciences [YouTube](#)  
Serve as repository for all video work supporting the websites and approved by CVMBS Communications – enhances leveraged usage across the College.
6. College of Veterinary Medicine & Biomedical Sciences [Flickr](#)  
Serve as repository for all photo work supporting the websites and publications and approved by CVMBS Communications – enhances leveraged usage across the College.
7. Colorado State University Veterinary Teaching Hospital [Facebook](#)  
Serves as a VTH connection to rDVMs, the veterinary industry, clients, students, faculty, employees and the community
8. Colorado State University Veterinary Teaching Hospital [Twitter](#)  
Serve as quick daily feed of interesting news, pet health guidance, publications, awards, whereabouts, speaking engagements, interesting discoveries from every service area of the hospital

We encourage all other College unit social media efforts to interconnect to expand the viral effects of everything we do.

## Content Policies

1. Posting, releasing or otherwise disclosing photos, identifiable case descriptions, images, or records related to the educational, clinical, or research activities of the College of Veterinary Medicine and Biomedical Sciences, including the CSU Veterinary Teaching Hospital and the Diagnostic Medicine Center, via social networking sites (e.g. Facebook, Twitter, YouTube, blogs etc.), whether the site is associated with CSU and CVMBS or a personal site, is prohibited. This policy applies to all students, faculty, staff, clients, and visitors of the College and the hospital and to all activities of the College and the hospital, on or off campus, related to biomedical and veterinary clinical services and teaching and research. Pictures of animals (whether owned by University or client), and client information are strictly forbidden from being published or posted on social networking sites such as “Facebook”, “Twitter” and “MySpace”; blogs, message boards, or internet websites; without prior approval from, an appropriate Supervisor, Department Head, Director of the Veterinary Teaching Hospital and Clinics, the Director of the Veterinary Diagnostic Laboratories or the CVMBS Dean’s office, and a signed release form from the client. This policy is to promote the safety and privacy of students, faculty, staff, clients, and visitors. Failure to comply with this policy could result in damage to persons or property, may be a violation of legal, professional, and/or ethical obligations, and may result in disciplinary action by the College of Veterinary Medicine and Biomedical Sciences and/or CSU, up to and including dismissal.
2. All materials (such as Mp3 recordings, class notes/handouts, videos, or slide presentations, etc.) posted on RamCT or the CVMBS website and other College educational resources are solely for the use of our students for educational purposes. They should not be copied or distributed to anyone outside of the Colorado State University College of Veterinary Medicine & Biomedical Sciences without the prior written approval of the author/instructor.
3. Numerous social networking sites are used by veterinary students. As professional students, you are encouraged to \*think before you post\* to these sites. These sites are available to the public for many years, and posting inappropriate personal material may not serve your professional goals, your veterinary career, or the reputation of the College and Colorado State University.
4. Use good judgment about content and respect privacy laws. Do not to include confidential information about the College, the University, its staff, or its students.
5. Representation of your personal opinions as being endorsed by the College, the University or any of its organizations, is strictly prohibited. You may not use the College name, the Veterinary Teaching Hospital name or the CSU name to promote any opinion, product, cause, or political candidate. Be sure to include the statement: "this is my personal opinion and not necessarily that of the University" when necessary.
6. By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you indemnify and hold the College and the University harmless for any claims resulting from the content.
7. While CSU and the College do not regularly review or edit content posted to all social media sites, it shall have the right to remove any content for any reason posted to approved CSU social media sites, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
8. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
9. Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.

## Content Guidance

Be authentic when you write, tweet, or communicate in any way using social media. Let people know who you are as a part of the College. Not necessarily your name etc. but perhaps your role, student, faculty etc.

Consider your audience Remember that readers include current and future clients/students/referring veterinarians, research colleagues and current/past and future employees. Consider that before you publish and make sure you are not alienating any of these groups.

Understand the concept of community Community exists so you can support others and they can support you. It is not just a place to advertise or blow your own horn. Offer praise to others, share others' information. Offer good ideas that you hear. Pay attention to what your community finds interesting and contribute in that way.

Bring value In a good community people help each other grow and learn. So add value. Help someone who is having a problem (with our organization or another). Ask good questions and let people share their ideas. Offer science-based information whenever possible to help the discussion – but don't argue.

Pay attention Pay attention to what others in your field are doing and saying and what they are interested in. Keep an eye on what people are saying about CSU, the College, your department or your field, or your competition. There is quite a bit to learn.

## Account Administrators

All social media accounts should have at least two CVMBS employees as administrators at all times to ensure an adequate level of engagement and the protection of this policy.

Should one of the CVMBS employee administrators of an account leave the College for any reason or no longer continue to be an account administrator, it is the individual's supervisor's responsibility to designate another CVMBS employee to be an account administrator and to ensure the original individual is removed from the social media administrative role. Inactive accounts will be monitored by the Dean's office.

If there are not two CVMBS employees available to serve as account administrators when a social media account is being considered then the account should not be implemented under any circumstances. CVMBS does not approve the implementation of social media account utilizing CSU PR as the secondary administrative support.

If there are problems identifying a new administrator for a long-standing CVMBS social media account, contact the CVMBS Communications Team at [meg.small@colostate.edu](mailto:meg.small@colostate.edu).

CSU employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible to remove content that may violate the University or CVMBS Conduct Policies. Administrators at any time can contact CVMBS Communications for consultation or CSU's Social Media Leadership Team if CVMBS Communications is not available.

CVMBS Student organizations that wish to create social media accounts should contact the CVMBS Communications Team at [meg.small@colostate.edu](mailto:meg.small@colostate.edu) for assistance.

# University Officially Recognized Social Media Accounts

**The University has established an application process for groups to be recognized by the University as official social media accounts.**

All officially recognized social media accounts will be publicly listed by the University at <http://socialmedia.colostate.edu/application.aspx>. This listing most likely increases SEO visibility of your social media account. CSU's Social Media Leadership Team is housed in the University's Division of Public Affairs and reviews and approves all social media applications. [Click here for online application form and details](#). Your CVMBS Communications team can offer input for your successful application. Contact Meg Wilson at [meg.wilson@colostate.edu](mailto:meg.wilson@colostate.edu).

All officially recognized social media accounts will be given a disclaimer to post to the account declaring it as an official Colorado State University social media account and includes a link to CSU's social media policy.

## Profile Image/Avatar

All applicants of officially recognized social media accounts are required to submit the profile image/avatar of each account as part of the application process to ensure that CSU's branding standards set forth in the [Communicator's Toolbox](#) are upheld.

## Existing Colorado State University Conduct Policies

Social media users acting on behalf of the University must adhere to all CSU policies and procedures, including: <http://socialmedia.colostate.edu/page/Social-Media-Policy.aspx>

- Acceptable use: <http://www.acns.colostate.edu/?page=aup>
  - Copyright information: <http://www.acns.colostate.edu/?page=copyright>
  - IT security policy: [http://wsprod.colostate.edu/cwis24/asp/www.acns/pdf/it\\_security\\_policy.pdf](http://wsprod.colostate.edu/cwis24/asp/www.acns/pdf/it_security_policy.pdf)
  - Personal records privacy and security policy: <http://www.acns.colostate.edu/?page=prpsp>
  - Privacy statement: <http://www.colostate.edu/info-privacy.aspx>
  - Web site requirements and guidelines: [http://www.graphicstandards.colostate.edu/index.asp?url=toolbox\\_web](http://www.graphicstandards.colostate.edu/index.asp?url=toolbox_web)
  - FERPA/Privacy policies: <http://registrar.colostate.edu/faculty/ferpa.aspx>
  - Faculty and Administrative Professional Manual: <http://www.facultycouncil.colostate.edu/files/manual/table.html>
  - Student Code of Conduct: <http://www.studentaffairs.colostate.edu/policies.asp>
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- [Social Media Policy](#)
  - [Application](#)
  - [Best Practices in Social Media](#)
  - [Facebook Best Practices](#)
  - [Twitter Best Practices](#)
  - [Flickr Best Practices](#)
  - [LinkedIn Best Practices](#)
  - [YouTube Best Practices](#)
  - [Tips for Creating Profile Images](#)