



Aquinas College Social Media Policy

For Aquinas College student workers, resident advisors, student ambassadors, student athletes, orientation leaders, student senators, diversity advisors and student clubs/org officers.

Social media has become part of our daily lives. However, because you work for/represent Aquinas College, what you do on social media matters to Aquinas. This policy is important because not following it could lead to: prospective students not choosing AQ, donors stopping their support of Aquinas, the College getting into legal trouble, judicial hearings for you, or, worst of all, you could lose your job or position on the team. So please, follow the policy.

You are a role model. As a student leader at Aquinas, other AQ students look to you and will model your behavior and judgment when posting online. Have sensitivity towards your fellow Saints and issues that may arise on campus. Your words carry weight. Think before you post.

Show your Saints Spirit. Be the first to say you're an AQ Saint and show your Saints pride. But make it very clear that you are not an official Aquinas College spokesperson and not authorized to speak on the College's behalf.

Be nice. The "Golden Rule" applies even more now than it did when you were a kid. When you're online, treat others the way you'd want them to treat you. Certain topics can lead to inflammatory conversations and negative comments. Don't fan the flames. Keep your comments kind, thoughtful and on topic.

Contribute to the conversation. We know you're smart and creative - you're an AQ student! So make sure your posts add value to a conversation. If it's a thoughtful, intelligent and kindly-worded post, then it's adding value.

Inside jokes don't belong online. What you say can be seen by prospective students and their parents around the country and the world. Inside jokes about AQ may seem funny to you, but are likely to be misunderstood, or worse, seen as offensive to others.

Resolve disagreements in person. Social media is not the place to complain about AQ faculty, staff or departments or say negative things about a fellow student. If you are having problems with a person or department at the College, talk to them face to face. Can't do that? Take the issue to your supervisor, advisor or coach so they can help you resolve it.

Private isn't really private. Anything you say online can be shared, often in one click. Just because your account has strict privacy settings doesn't mean everything you post will remain private. Your friends may think your post is funny, brilliant or even concerning, and share it online without asking you first. If you wouldn't say something publicly, don't post it online.

You can't delete it. Think before you post and don't post if you're feeling really emotional about something. There's really no such thing as "delete" on the Internet. So don't let your emotions get the better of you and post something you may regret later.

Respect what others have created. If you didn't record that song, take that picture, write that article or create that video, don't copy it. Share it instead. Linking back to the original artist's song/photo/article/video is the best way to spread your love for what they created while respecting their talent and U.S. Copyright laws.

AQ logos are for official College use. Use of the College's logos is determined by the Marketing Department. If you want to use an AQ logo or other College-related graphic for any reason online, contact the Marketing Department first.

Understand confidentiality. Never share what you've seen/heard at your AQ job online. Student workers sometimes have access to very confidential data, documents and conversations. Think some information might be OK and not really confidential? Ask your supervisor before you post.

Keep your personal information personal. Never, ever disclose your residence hall information, cell phone number, personal email address or any other personal information online. Even if it's only meant for a very close friend, remember all of their friends can see it too. If you need to send someone your personal information, do it via a private message.

The Moose requires an AQ login for a reason. If something posted on The Moose seems like it'd be good for social media, contact the person who posted it and ask them. Some information is posted only to The Moose because it's not for the entire world to be invited to/know about.

Your AQ ID and ELM information is a secret. Your AQ ID number and ELM username and password are the keys to your online life at AQ. Keep them secret and never share your ID number or password - especially online.

Your job is your top priority. Unless you're an admin on an Aquinas social media account, when you're at work at AQ, your job is more important than social media. So log out, and wait to post until after your shift.

What if you mess up on social media? Take a deep breath. Then fix it right away and make sure that what you've done to correct it is clear. When in doubt, talk to your supervisor, advisor or coach and contact the Marketing Department immediately if your corrective actions didn't work.

By signing this document, I agree that I have read and understand the Aquinas College Social Media Policy.

Name: _____
(Please Print)

Signature _____ Date _____

Supervisor: _____
(Please Print)

Signature: _____ Date _____