Social Media Etiquette @ Oklahoma City University School of Law

The law school maintains active and well-followed social media accounts through the Marketing and Communications Department. If your organization would like information about an event or meeting posted to Facebook or tweeted about, contact Brook Arbeitman, Director of Marketing & Communications, at 405-208-6300, or at bbarbeitman@okcu.edu.

Social media requires ample time to write content, listen and monitor, and respond. Sites also demand a consistent level of posting in order to build awareness and generate loyalty. Because of the time commitment required to be an active and engaged participant in social media, student organizations are discouraged from creating accounts specifically for a group, organization, or event. The law school encourages school approved organizations to submit information to the Marketing and Communications Department to be posted to the law school’s social media networks.

Protocols for use of social media while a student at Oklahoma City University School of Law

The following are protocols all Oklahoma City University School of Law students should follow while engaging in any social media forum either personally or professionally:

1. Personal blogs and social media may not use Oklahoma City University or Oklahoma City University School of Law in the name of the blog or social media page and may not use the Oklahoma City University or Oklahoma City University School of Law logo or branding.

2. When using an officially recognized social media channel, assume at all times that you are representing Oklahoma City University.

3. Maintain a high standard for professionalism:
   - Be respectful. Express differences in opinion in a professional manner and tone. Avoid participation in nonproductive exchanges. Never use ethnic slurs, personal insults or obscenity or engage in any conduct that would be unacceptable in a face-to-face exchange.
   - Be informed. Get your facts straight before posting them on social media.
   - Use social media to open doors, not close them. Ask yourself if the image you are projecting through your content is one by which you want your friends, colleagues, potential employers, family and others to know you.
   - Understand that what you post as an individual will reflect on the law school. One’s online activities, whether on a personal or school-related site, should not interfere with one’s studies nor reflect negatively on the law school.
   - Oklahoma City University School of Law social media platforms should not be used for personal marketing efforts outside the school’s direct interests.
   - Do not use your School of Law email address for personal or private social media activity.
• Do not present your posts or opinions as those of the Oklahoma City University School of Law unless you are authorized to do so.
• Do not post chain letters or other spam.

4. Understand the reach of your posts and your responsibilities

• Be aware that those reading your posts could, and probably will, include current and prospective students, faculty, staff, future employers, alumni, legislators, parents and the news media.
• Understand that everything you write or receive on a social media site is public. Always assume that all social media posts and activities will create a permanent written record of what you say and do.
• Postings, tweets, photos, videos, etc. – even when intended to be viewed only by close friends or family – can easily be circulated beyond your intended audience. Your posts represent you and, by association, the law school to the outside world. “Personal” and “private” are not synonymous concepts in social media. Information you post may be personal, but it should never be considered private.
• As with any student’s conduct on or off campus, students can be held accountable for conduct that negatively impacts the School of Law’s mission. This may include postings that inappropriately share information related to the law school or make inappropriate or unprofessional statements that could negatively impact the school or members of its community.
• Be honest about your identity. Do not post anonymously, use someone else’s name, or use a fake profile. Likewise, do not allow other individuals or entities to use your identity to post or view content. Do not post content under multiple names.
• You are, and always will be, responsible for everything you post, whether on your site or the sites of others.

5. Apply the same rules to social media as you would to traditional media

• Do not post material that is threatening, harassing, illegal, obscene, defamatory, libelous or hostile toward any individual or entity.
• Do not post material that infringes on the rights of Oklahoma City University School of Law or any individuals or entity’s rights to privacy, intellectual property or publication rights.
• Attribute all content deserving thereof. Cite and link your sources whenever possible. While linking to another’s website is encouraged, you may not repost copyrighted material to social networks as your own work without permission.
• Do not post confidential or proprietary information about Oklahoma City University School of Law, its students, employees or alumni. Use good ethical judgment and follow school policies and federal requirements such as HIPPA and FERPA.
• Please refer to the school as "Oklahoma City University School of Law," Avoid using the abbreviation "OCU" or variations of the name such as "Oklahoma City Law School," "Oklahoma City University Law," etc.
• Students and student organizations are well advised to have no expectation of privacy regarding information posted on social media platforms.
• The School of Law regularly reviews posted content, and reserves the right to remove any content for good reason.
• Refrain from posting information that is in violation of local, state or federal laws.
• Any online presence should include information about who maintains the site and how they can be contacted.
• Refer news media to the Marketing & Communications Department – If you are contacted by the media, they should be referred to Brook Arbeitman, who handles the Law School’s media relations. As a courtesy, if your content is featured or you are interviewed, please contact Ms. Arbeitman so that we can be aware of the story.

6. General guidelines / reminders about social media

• Twitter will allow you to delete a tweet after you publish it. However, if someone re-tweets you, you cannot control or delete those tweets. Your tweet, once you push “send”, is public domain. This differs from Facebook, where you can delete a post and it will delete every instance of it. On Twitter, you can only delete from your own feed.
• Protect your digital footprint – Internet comments may be preserved for years/decades.
• Be aware of liability. Individuals are responsible for what is posted on their personal site as well as other sites. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous or obscene as defined by the courts.
• Do not upload anything you may regret later. This includes photos, content, comments or tags. Increasingly, employers are conducting Web searches as a hiring practice before extending offers. Be sure not to post something that might haunt you in the job search.
• Think before you post. There is no such thing as “private” social media sites. Search engines can turn up posts and pictures years after publication date.
• **Regardless of how careful you are in trying to keep them separate, your professional and personal lives overlap, especially in an online presence.**

7. FYI

• 72% of all internet users are active on Social Media*
• 71% of users access Social Media from a mobile device*
• There are more than 1.15 billion Facebook users*
• Twitter was the fastest growing network with 44% growth from 2012-2013*

*Source: Jeffbullas.com