

MEDIA and SOCIAL MEDIA: NOBTS and Leavell College

COMMUNICATION WITH EXTERNAL MEDIA

All inquiries seeking an official response or a statement on behalf of the institution should be directed to the Director of Communications. Authorization to speak on behalf of the institution may only be granted by the President, Vice President of Business Administration, or Director of Communications. No person, faculty or staff, may make official statements on behalf of the institution without prior consent from the President, Vice President of Business Administration, or the Director of Communications.

Faculty members should be aware that their public pronouncements to students and the public are taken as representing the views of the Seminary and the Southern Baptist Convention. Great care should be taken in public pronouncements and publications to shed a positive light on the Seminary, the Southern Baptist Convention, and our Lord.

NOBTS and Leavell College encourage faculty and staff to represent the institution and their work in the various areas in which they hold expertise. If contacted by media to speak as a subject matter expert, it is recommended that the individual coordinate responses with the Office of Communications to ensure accurate and timely coverage is appropriately communicated. The Office of Communications is willing and able to consult faculty and staff in matters of working with media.

Any questions that fall outside of a faculty member's academic interest or expertise should involve consultation with the Director of Communications, who can be a resource in these instances. Questions also may be referred to the Director of Communications for direct handling. Inquiries seeking an official institutional comment must be directed to the Director of Communications.

If a faculty or staff member is unsure of whether a question or request for comment from the media concerns the faculty or staff member's area of expertise or seeks an official institutional position, the Office of Communications must be consulted.

Nothing in this policy is intended to restrict the freedom of faculty and staff members to engage in their scholarly activities or their personal involvement in community activities. Nothing in this policy is intended to affect individual employees' rights to express personal opinions on institutional or non-institutional actions and policies. Nothing in this policy is intended to restrict faculty or staff members from commenting on matters of public concern implicating an employer's official dishonesty, deliberately unconstitutional action, other serious wrongdoing or threats to health and safety. When speaking or writing as a citizen, an employee should be accurate, should exercise appropriate restraint, should show respect for the opinions of others and should make every effort to indicate that he/she does not speak for the institution.

SOCIAL MEDIA & EMAIL

DEFINITION: SOCIAL MEDIA

Media designed to circulate through social interactions made by highly accessible and sizeable publishing strategies. Examples of online social media are: Twitter, Facebook, Instagram, Vimeo, LinkedIn, and more.

INTRODUCTION TO SOCIAL MEDIA POLICY

New Orleans Baptist Theological Seminary's goal is to strategically market our institution online in various social media platforms. Our social media policies provide information regarding guidelines and laws for the use of social media accounts registered in the name of the institution and related departments, centers or initiatives. These policies apply to all students, faculty and staff who serve as

administrators to these accounts. These policies are in place to protect individuals and our institution from copyright infringement and other liabilities.

OFFICIAL SOCIAL MEDIA ACCOUNTS OF NOBTS

The following are the official media accounts of NOBTS:

- **Twitter:** @nobts
@leavelcollege
- **Instagram:** @nobts
@leavelcollege
- **Facebook:** facebook.com/NOBTS/
- **YouTube:** @nobts

INTRODUCTION TO EMAIL POLICY

New Orleans Baptist Theological Seminary's goal is to market our institution strategically to internal and external audiences through various email campaigns. Our email policy provides guidelines for email usage in the name of the institution and related departments, centers or initiatives. These policies apply to all students, faculty, and staff who serve as administrators to these email addresses. These policies are in place to protect individuals and our institution from various liabilities.

GENERAL EMAIL POLICY

New Orleans Baptist Theological Seminary allows for its various offices, academic programs, centers, auxiliary services, initiatives, etc. to communicate with their constituents through email as needed. The administrators of these institutional departments should make every effort to align their email campaigns with other offices in order to avoid sending too many emails to the same recipients within a short period of time. If needed, the President, the Vice President of Business Administration, and the Director of Communications may edit email scheduling for any institutional department.

UNIVERSAL CONTACT LIST EMAIL POLICY

The NOBTS' Universal Contact List contains every email address in our system, including but not limited to, current students, prospective students, alumni, faculty, staff, campus residents, donors, ministry partners, etc. Due to the scope of this list, its use is strictly prohibited except for special circumstances. In order to use this list, the respective institutional department (office, academic program, center, auxiliary service, initiative, etc.) must be granted approval from the Vice President of Business Administration and the Director of Communications. Initial inquiries about this list can be directed to the Director of Communications.

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ADHERING TO INSTITUTIONAL REGULATIONS, POLICIES & PROCEDURES

Social media accounts and email correspondences are to adhere to institutional regulations, policies and procedures. Text and images used in personal or institutional related social media accounts or email correspondences should adhere to all institutional regulations, policies and procedures including but not limited to: Student Handbook, Faculty Handbook, and Employee Handbook. Individuals involved in the text

or images used on a social media account or email correspondence that conflict with any institutional regulations, policies or procedures do so at the risk of legal, disciplinary action and/or termination of employment. Ignorance of policy is not considered an acceptable excuse.

SOCIAL MEDIA AFFILIATED ACCOUNTS

Affiliated Account is defined as social media accounts that represent the institution or a part of the institution such as an academic program, centers, auxiliary service, office, etc such as the Admissions Office or Chapel. Affiliated accounts are not personal accounts used by persons employed by the institution.

USE OF SEMINARY LOGOS, TRADEMARKS OR IMAGES (affiliated accounts)

Do not use New Orleans Baptist Theological Seminary logos or trademarks without permission on affiliated accounts or email correspondences. On accounts associated with NOBTS, logos, official trademarks, or official seminary images must be approved by the Director of Communications prior to use. Images used as profile icons or backgrounds must be approved by the Director of Communications to maintain a consistent institutional image and message. On personal social media accounts or email correspondences, do not use logos, official trademarks, or official seminary images without prior approval.

PROTECT CONFIDENTIALITY & PROPRIETARY INFORMATION (affiliated accounts)

Protect institutional confidentiality and proprietary information. Do not post or email confidential information or proprietary information about the seminary, its students, employees, faculty, staff or alumni. Any individual who posts confidential or proprietary information does so at the risk of legal, disciplinary action and/or termination of employment. Be aware of the rules and regulations pertaining to FERPA and HIPAA as well as the legal ramifications for violating either. **(Family Educational Rights & Privacy Act)** **(Health Insurance Portability and Accountability Act)**

NEWS & MEDIA RELATIONS (affiliated accounts)

Do not announce or comment on seminary events, related media/news publications or announcements prior to announcements posted by the main institutional accounts unless pre-approved by the Director of Communications. Once the announcement has been released through media or social media affiliated accounts are encouraged to post or repost when appropriate. Our Director of Communications is the official spokesperson for NOBTS.

COPYRIGHT & FAIR USE LAW (affiliated accounts)

Adhere to copyright and fair use law. Be aware of the copyright and intellectual property laws when using text or images on a social media account or email correspondence. For any questions about fair use or copyrighted material contact the Communications department.

TERMS OF SERVICE (affiliated accounts)

Comply to the terms of service specified for the social media platform associated with your social media account. Each social media platform has its own terms of service. Be aware of the terms of service and comply accordingly.

REQUESTING AN AFFILIATED ACCOUNT (affiliated accounts)

Individuals, administrative offices, degree programs, centers, student groups etc. seeking to create a social media account affiliated with the institution must contact the Communications department for approval. The Director of Communications reserves the right to evaluate institutional affiliated accounts for content, relativity, or inactivity and reserves the right to shut down an affiliated account. Login information for an affiliated account must be given to the Communications department. Notify the Communications department if there is a change in login information or account administrator.

CONTENT MANAGEMENT (affiliated accounts)

Affiliated accounts must protect the institutional voice by remaining professional while displaying Christian love and conduct. Affiliated accounts must maintain frequent posting, with content relevant to their audience. Inappropriate content for affiliated accounts includes images or text expressing political association with a political party, political candidate, or political agenda. Inappropriate content for affiliated accounts include content that promotes debates or arguments of any kind including, but not limited to academic, theological or political debates. Do not use the name of our institution, New Orleans Baptist Theological Seminary, to promote a product or cause. Directors and one (1) specified account manager should be the only employees aside from the Communications Department with access to an affiliated account. The Director of Communications reserves the right to request content to be removed and/or to shut down an account that does not comply.

PERSONAL SOCIAL MEDIA ACCOUNTS

Content on personal accounts should display Christian love and conduct. Examples of content that is deemed in violation of this policy can include, but is not limited to, "cheap shots," "debates/war," attacks on SBC entities, entity heads, faculty/peers, or other denominational employees, etc. Content should adhere to the standards outlined in the current edition of the following handbooks that pertain to the individual: the Student Handbook, the Faculty Handbook, and the Employee Handbook. Do not post confidential information or proprietary information about the seminary, its students, employees, faculty, staff or alumni. Any individual who posts confidential or proprietary information does so at the risk of legal, disciplinary action and/or termination of employment. Do not use the name of our institution, New Orleans Baptist Theological Seminary, to promote a product, cause, theological ideology, political agenda or political candidate. Content deemed detrimental to the institution by administration may result in a request for content to be removed and/or clarified by administration or the Director of Communications.