

College of Staten Island Social Media Policy and Guidelines

The College of Staten Island recognizes the importance of social media in communication, outreach, and engagement with its students, faculty, staff, alumni, stakeholders and the public.

The Office of Communications and Marketing at the College of Staten Island is responsible for maintaining the College's official social media accounts. These accounts serve as a vital link between the College and our community, providing a platform to share news, events, and engage with our audiences. We are committed to fostering a positive and informative online environment.

The Office of Communications and Marketing maintains the main, **official**, College of Staten Island social media accounts (see below). All other CSI-related accounts (i.e. those representing individual offices or programs) must be registered with the Office of Communications & Marketing. The Office of Communications and Marketing welcomes the opportunity to work with departments or offices in the registration process. To make a request, please contact communications@csi.cuny.edu.

Below are where to find the **official** College of Staten Island accounts:

- Instagram: <https://www.instagram.com/collegeofstatenisland/>
- Facebook: <https://www.facebook.com/CollegeOfStatenIsland/>
- LinkedIn: <https://www.linkedin.com/school/college-of-staten-island-city-university-of-new-york/>
- X (Formerly Twitter): <https://x.com/csinews>

General Best Practices for Starting and Maintaining a CSI-Related Social Media Account

Prepare for Success

Prior to registering and starting an account, develop a social media strategy: identify your target audience, set objectives, and outline essential tools for a successful online presence before diving in. Determine who will be your social media moderators and establish the criteria used for content decisions. Leverage available College of Staten Island resources to enhance your online impact. If you manage a social media page on behalf of the College of Staten Island, reach out to the Office of Communications and Marketing for additional guidance and best practices.

Register Your Account

Contact the Office of Communications and Marketing to register your account officially at the College of Staten Island. Registered accounts must have **two** staff or faculty points-of-contact who are charged with updating/maintaining the account and must adhere to all CSI Social Media Policies and Guidelines. CSI students cannot be moderators of CSI-related accounts.

Protect Personal Information

Anything you share on social media can potentially become public and exist indefinitely. To safeguard safety and security, exercise caution when posting personal information. Do not post identifying information such as home and cell phone numbers, residential addresses, personal email addresses, and

the like, on social media platforms. Familiarize yourself with the privacy policies of all social media sites and stay informed about any policy updates.

Be Appropriate and Respectful

Social media is an extension of real life. What is considered inappropriate offline applies equally online. Be aware of your audience and think before you post. Consider the diversity of your audience and the potential impact of your words, actions, and images on various groups. While free speech rights are highly valued, overt hate speech is not tolerated. The College of Staten Island is committed to advancing diversity, equity, and inclusion for all members of our community.

Obtain Photo Releases

The CSI Office of Communications and Marketing recommends obtaining a signed [Media Release Form](#) from individuals when posting photography/video. When conducting photography/video of large events that are intended for distribution on social media and other mediums a [General Release Statement](#) should be posted at the venue or in the event literature. Release Forms should be kept on file for as long as the photo is in use.

Be Consistent and Monitor Often

Consistency is the key to maintaining CSI social media accounts. It is advisable to only start a social media page if the intention is to upkeep it daily at minimum. Accounts should be posting information regularly, consistent with the speed of business and news events happening at the College of Staten Island. Social media pages of respective offices on campus should be emblematic of the places they represent. Be deliberate about checking your social media accounts regularly to monitor commenting and sharing of information. Delete or hide comments that are abusive, profane, threatening, spam, personal attacks, are hateful, or antagonistic. In certain cases, it is advisable to turn commenting off entirely, especially when accounts cannot be properly managed outside of normal business hours.

No Personal Posting

All employees of the College of Staten Island are reminded that College of Staten Island social media accounts are reserved for business/dissemination of official CSI content only. Do not, under any circumstances, use College of Staten Island social media accounts to post for personal purposes.

Comply with ALL Regulations Governing College of Staten Island Social Media Sites Below

- All College-related social media accounts must observe all applicable Federal, State and Local laws.
- Use of College-related social media sites by CUNY employees is subject to all College and University policies, including but not limited to [Human Resources policies and procedures](#), [Computer Use Policy](#), [Intellectual Property](#), [Accessibility](#), [Policy on Equal Opportunity and Non-Discrimination](#), and [IT Security](#).
- Use of College-related social media sites are subject to the Terms of Service and/or User Agreement for the individual social media services (e.g., [Facebook/Meta Terms of Service](#), [Twitter/X Terms of Service](#), etc.)
- Use of the College logo is permitted for use by College-affiliated accounts, but cannot be altered in any way, and official College colors for logos must always be used.

- The College of Staten Island name may not be used (or implied) to endorse political candidates (regardless of any connection to the College).
- The College of Staten Island name may not be used (or implied) to personally solicit products and/or services not affiliated with the College of Staten Island.
- Do not post confidential or proprietary information about the College or private information about any administrators, faculty, staff, or students.

Use of Personal Social Media Accounts

All College of Staten Island employees who choose to identify themselves as a CUNY employee on their private social media accounts should provide a disclaimer that their expressed views and opinions are solely theirs and do not reflect the views and opinions of the College of Staten Island. CSI will not indemnify employees for any liability that results from postings on their personal accounts.

When posting to an official CSI-related social media account from a private, personal, account (i.e. – commenting from your personal social media account on a CSI post or photo) make it evident that you're sharing your views and not those of the College of Staten Island when expressing personal opinions.

Contact

For any questions or guidance pertaining to the use or operation of social media accounts at the College of Staten Island, please contact the Office of Communications and Marketing at communications@csi.cuny.edu.