

OSCOM Posting Policy: Social Media Holidays/Months

February 2024

A “social media holiday” in the realm of online/digital marketing can run the gamut from byproducts leftover from marketing campaigns, holidays declared by official organizations such as the United Nations, and other holidays that seem to have been manifested by the Internet. Some are strictly social media holidays, while many are holidays off social media, too.

Some examples include Financial Wellness Month (January), National Trivia Day (January 4), National Bagel Day (January 15), Asian Heritage Month (May), LGBTQ Pride Month (June), Black History Month (February), and Pi Day (March 14).

At Olin, we intend to be intentional about posting to our Olin-branded social media, and as such, when one of these social media holidays are related to our vision of Engineering for Everyone, or our mission to transform engineering education, we will work to create a post about the holiday, always being cognizant to clearly show the connection between the day or month and Olin College of Engineering.

A few examples of the types of holidays that we think align well with this policy that we plan to “celebrate” each year include:

- MLK Day (January 15, 2024)
- Engineers Week (February 18-24)
- Pi Day (March 14)
- Earth Day (April 22)
- Ada Lovelace Day (October 8)
- STEM Day (November 8)
- Giving Tuesday (First Tuesday after Thanksgiving)
- International Day of Persons with Disabilities (December 3)

Olin College Social Media Policy/Guidelines

The people of Olin College make meaningful connections every day and everywhere. Social technologies make the teaching, learning, experimentation and community at Olin even more accessible to the world and help to illustrate these important connections. Social media plays a role in building Olin’s reputation, in recruiting students and increasing donor stewardship. These same technologies, however, have raised a set of questions and concerns regarding communication behaviors while using these tools.

This **social media policy** and its guidelines are intended to guide the College, our campus colleagues (actively engaged with social media) and our valued community members, in general best practices and in identifying these potential pitfalls and more specifically, in incorporating Olin's core values and attributes into everyday social media use. Another objective that follows is to hopefully illustrate why certain items are tapped for greater visibility and posted, while others are not.

This document is for Olin College faculty and staff, as well as anyone else acting on behalf of the College such as student workers and is used in connection with social media platforms including but not limited to:

- **Social Networking Sites (Facebook, LinkedIn, Instagram, Tik Tok)**
- **Microblogging and messaging sites and apps (X formerly known as Twitter, Snapchat)**
- **Blogs (including Olin hosted and personal blogs)**
- **Video and Photo Sharing sites (YouTube)**
- **Forums and Discussion Boards (Discord, Yahoo! Groups, Reddit)**
- **Online Encyclopedias (Wikipedia, Sidewiki)**

Policies and Guidelines

- Olin College aspires to be an open and welcoming community, characterized by a vibrant plurality of diverse views and opinions. This means we may fail to reach a common view in our discussions, but we will always treat each other with mutual respect.
- Olin College has created and manages multiple social media accounts/pages to provide a format for discussion about news and events related to Olin College and its education, research, innovation and more.
- As a matter of policy, Olin College does not endorse any political candidate or political cause, or any religious point of view.
- Olin College and its editors reserve the right to remove any content that is deemed, in our sole view, to be commercial, spam, harmful, inappropriate, or in error.
- Inappropriate online conduct by any Olin College faculty, staff or student may also constitute a violation of applicable College policies.

- Olin College responds to most comments on our Facebook Timeline, Instagram posts and DMs and X/Twitter mentions, replies and DMs. Only comments from the official Olin College Facebook page (<https://www.facebook.com/OlinCollege/>) and Instagram (<https://www.instagram.com/olincollege/>) and X/Twitter (<https://twitter.com/OlinCollege>) accounts for example, should be considered representative of Olin College. Any other postings on these pages do not represent Olin College of Engineering in an official capacity.
- Olin College is cognizant of “trolls.” We try ourselves and recommend to others not to engage them under any circumstances, as they are likely trying to encourage a response for no productive reason. Best practices call for deleting or hiding comments from posters that violate policy.
- Olin College staff and faculty are encouraged to repost and share information and news with their family and friends that is available to the public (news releases, Olin.edu stories etc.). The best way to share Olin news is to link to the original source. Be aware of guidelines and laws (Use of Marks; Copyright; FERPA etc.) when sharing information that is not a matter of public record. [Olin Brand Guidelines found here...](#)
- Olin College aims to be authentic always when posting to social media. This means we strive to share a mix of content that gives our audience an opportunity to learn more about Olin, its people and its unique role in the world – while in our own voice and our own style. Photos, text or video that don’t contribute or support this won’t be posted.
- We often share Olin programs and events on social media. If you have an event or news to promote, please identify your Olin connection in the text/caption (it will help foster awareness of Olin and the event itself!) and feel free to let the OSCOM team know in advance.
- Use internal / “back channels” to voice concerns and resolve an issue. Employees and students are encouraged to share concerns or complaints about Olin College matters first through the appropriate internal / “back channels,” such as the Honor Board Report form, Student Affairs resources, or Facebook or LinkedIn Messages or Instagram DMs where an Olin social media manager can forward it to the appropriate office or person.