



Social Media Guidelines

The John Marshall Law School uses social media to disseminate news and information about the law school, its faculty, students, and alumni to our community, and to the general public and news media. The law school primarily uses Facebook, Twitter, and LinkedIn for these purposes, but also maintains Instagram and Flickr accounts.

All content on the law school's primary Facebook, Twitter, Instagram, and Flickr accounts is posted and maintained by the Office of Marketing & Communications. Because social media has become an effective and pervasive way to reach a wide audience, faculty, students, and law school centers, clinics, and departments may want to use social media to communicate news about themselves, their programs, and events.

While social media is an easy and effective communication tool, it also can be easily misused, and misuse can have unintended consequences. To help you avoid potential issues, the Office of Marketing & Communications has developed these guidelines to help you understand the benefits, risks, and implications of social media. We thank the University of Michigan for sharing its social media policy and guidelines with us and for allowing John Marshall to adapt them for our purposes.

- 1. Constituencies Impacted by Guidelines:** These guidelines and associated campus policies exist to protect the law school's reputation and brand. Any faculty member, staff member, or student who uses any of the law school's official social media accounts or is representing the law school in his or her social media activity is expected to abide by this policy. Faculty, staff, and students are encouraged to engage in social media for their own interests and pursuits, but also must ensure that their personal activity is not associated with the law school.

This policy is not intended to supplant any relevant faculty, student, or staff guidelines or behavior codes, but violating this policy may result in discipline as set forth in any relevant faculty, student, or staff handbook or code of conduct.

- 2. Creating an Official John Marshall Social Media Account**

- a. Requesting a Social Media Account:** Some members of the John Marshall community may not feel comfortable creating a social media

account. If you have concerns about establishing a social media account on any platform, please contact the Office of Marketing & Communication for guidance. In some cases, your objectives for social media, and limited associated content, may necessitate an alternative arrangement, including working collaboratively with an existing account. The Office of Marketing & Communications is happy to assist.

- b. General Guidelines for Account Creation:** When setting up your account, remember that you are part of the John Marshall family.
 - i.** Please follow the proper naming conventions: All John Marshall social media should begin with @JMLS (followed by an identifying account name). Based on the account identifier, it may be more visually memorable to use uppercase or lowercase references to “JMLS” (Ex: @JMLSalumni or @jmlsCSO).
 - ii.** Avoid using an underscore between JMLS and the rest of your account name. If you must use characters to separate the components of your account name, use dashes. The difference may seem irrelevant, but remember that when a link is activated, it generally appears with an underline to identify the link. An underscore in the name may then be read as a space and not an underscore, making it harder for a user to recall the proper account name in the future.
 - iii.** Do not name your page in a way that it might be confused with a general page representing the entire law school or with any other law school unit. Currently, Facebook page names are permanent, so think in terms of generality and longevity.
- c. Define Your Points of Contact:** Have one point of contact responsible for all of your social media. This should be a faculty or staff member. While you may decide to give students administrative rights to your accounts, do not allow students to be the sole administrators, as routinely the transition of students has left departments with orphaned accounts, or accounts that exist on the internet without means of administration. Once this happens, it is extremely difficult to have these accounts deleted, as removal of an account requires the original administrator.
- d. Report Your Account:** If you're comfortable creating a social account, please be sure to report the existence of your account, as well as the login and password information, to the Office of Marketing & Communications. While the Office of Marketing & Communications will not operate or modify your account without your knowledge,

making sure a staff member from the department is made an administrator will ensure the continuity and effort of your work can be easily passed to the next set of operators.

- e. **Have a Plan:** Users should plan in advance what kind of messages they want to send, what kind of audience they want to build, and what their goals are for social media. Develop a sustainable strategy for posting content and keeping information up to date. It is strongly recommended that community members operating official John Marshall social media accounts have this strategy reviewed and approved by their supervisor or advisor before implementation.

3. General Use Guidelines

- a. **Do No Harm:** Let your social networking do no harm to The John Marshall Law School, its reputation, brand, faculty, staff, students, alumni, and community. Whether you use social media as an individual or on behalf of John Marshall, use the **R.A.P.I.D.** principle:
 - i. **Respectful:** Be respectful and professional.
 1. If you are operating a social media account on behalf of the institution, your actions reflect on John Marshall.
 2. If you are a student, remember that every moment is a job interview or networking opportunity. Employers “google” job candidates, and 35% do not make offers because of what they see on social media.
 - ii. **Authentic:** Don’t forget to be “real.” Much of what makes social media an effective tool is the opportunity to engage personally with other individuals and organizations all over the world. Each post is a chance to showcase who/what you represent. If you’re posting on behalf of John Marshall, remember that you are an embodiment of that identity. Be personable while being professional.
 - iii. **Positive:** Simply put, be positive. The internet may be the longest relationship you have. Did you know that the Library of Congress began archiving all tweets in 2010? Don’t make headlines with your frustrations; post what you are willing to commit to forever.
 - iv. **Intelligent:** Social media puts the world at your fingertips. Think critically to leverage that power. Learn. Listen. Engage.

- v. **Distinctive:** Seek out opportunities to distinguish yourself. If you're acting on behalf of the law school, tell the world what makes John Marshall unique. Find your voice, and refine the way you use it with each social media platform. For example, Twitter's format has inherent differences than Facebook – character limitations, user behaviors, etc. Use those differences to your advantage.
- b. **Understand Your Personal Responsibility:** Students, staff, and faculty are responsible for the content they publish on social media.
 - i. As an individual, your responsibility is to yourself and your future.
 - ii. As an agent of John Marshall, remember that responsibility is to the mission and reputation of the law school.
- c. **Be Aware of Liability:** You are responsible for what you post, whether it's on your personal account, an official John Marshall account, or on the accounts of others. Individuals have been held liable for commentary on a variety of social media for copyright infringement, defamatory, proprietary, libelous, or obscene comments. Be sure that what you post doesn't expose you or the law school to legal concerns.
- d. **Post Frequently:** It is important to keep your social media accounts active.
 - i. If you cannot post original content at least three times a week, consider if the account is actually hurting your reputation. This is especially true if you are operating a John Marshall account, as a dormant presence on social media could suggest your department or organization is also inactive.
 - ii. It is better to not have social media accounts than to have accounts that publicly appears inactive or orphaned.
- e. **Maintain Transparency:** The line between professional and personal business is sometimes blurred: Be thoughtful about your content and potential audiences before you post.
 - i. Do not use John Marshall social media accounts for personal uses, and be sure your personal accounts aren't mistaken for official John Marshall channels.
- f. **Be Honest About Your Identity:** In personal posts, you may identify yourself as a JMLS faculty or staff member, but please be clear that

you are sharing your views as an individual, not as a representative of the law school.

- g. Correct Mistakes:** Whether you act on behalf of John Marshall or as an individual, strive for accuracy. Get the facts straight. If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so. Be sure your grammar and spelling are correct. Read your post a second time before it's final. Mistakes can happen, but they have to be corrected.
- h. Respect Others:** On social media, you'll encounter plenty of opinions you don't share, some of which you may vehemently disagree with. Be civil. Respect others even when you don't respect their opinions. Besides, you're more likely to achieve your goals and sway others to your beliefs if you are constructive and respectful when disagreeing with a concept or person.
- i. Be a Valued Member of the Social Community:** Presumably you joined a social network to participate in that community, so make valuable contributions. Don't hijack the discussion or try to redirect it by broadcasting information that has no value to other participants.

 - i.** Observe and understand what the social community you've joined values and try to provide it further value, or conversely, seek communities that value what you offer. Behavior that is solely self-promotional or feels like an advertisement is generally viewed negatively and can lead to you being banned from accounts or groups.
 - ii.** If you hope to broaden awareness of a John Marshall organization or program, promote it as an extension of the value you provide others.
- j. Think Before You Post:** There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clearheaded. Post only pictures that you would be comfortable sharing with the general public (your supervisor, current and future peers, employers, etc.).

If you wouldn't say it in public, you probably shouldn't post it online. If you are unsure about posting something to a John Marshall account or

responding to a comment, ask your supervisor for input or contact the Office of Marketing & Communications.

- k. **Ask First:** “Tagging” someone on your post, tweet, or in a picture can have consequences for those you tag. Don’t assume people will want their personal or professional social media connected to yours. Ask before you tag.

Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers, colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

4. Appropriate Uses of Social Media

- a. **Establishing Yourself as a Trusted Authority/Thought Leader:** This is an essential component of becoming a valued member of any social community.
 - i. Toot your own horn. Share your work, publications, and articles with your followers.
 - ii. Consider sharing news, articles, or the papers of other authorities that are germane to your expertise along with a short, thought-provoking explanation of why others should read it.
- b. **Promoting Events, Activities, and Ideas:** Are you, or is anyone in your department or organization, speaking at an event? Are you participating in a panel of expert speakers? Use social media to let your community know where you are speaking and what you are talking about. If you are hosting an event, social media is a great way to help publicize and remind your audience to register.

Social media also is a great way to promote other events that your audience may be interested in learning about. Acting a repository of information, events, and ideas for your community will help build your audience and promote your reputation.

- c. **Providing Commentary and Joining Conversations:** Social media is also a great tool for providing commentary on ideas and issues. If you see an interesting article or paper, share it along with a brief of explanation of why it is interesting. But just as important is joining conversations on other people’s or other institution’s social media accounts.

5. Inappropriate Uses of Social Media

- a. **First Amendment Warning:** Courts have determined that social media is speech under the First Amendment. The determination carries with it both benefits and legal consequences. Think before you post, tweet, or take a photo.
- b. **Posting Confidential Information:** Do not post confidential or proprietary information about The John Marshall Law School or its students, faculty, alumni, or employees.
 - i. Use good ethical judgment and follow university policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA).
 1. Review the Health Insurance Portability and Accountability Act of 1996 Online:
<https://www.hhs.gov/hipaa>
 2. Review the Family Educational Rights and Privacy Act Online:
<https://ed.gov/policy/gen/guid/fpco/ferpa/index.html>
- c. **Posting Private Information**

All faculty, staff, and students who operate official John Marshall social media accounts are subject to existing policies set forth in John Marshall's Privacy Policy and/or Handbooks.

 - i. Do not discuss a situation involving named or pictured individuals on a social media site without their permission.
 - ii. As a guideline, do not post anything that you would not present in any public forum, including personal contact information or the contact information of others.
 - iii. It's appropriate to post at work if your comments are directly related to accomplishing work goals.
- d. **Posting Defamatory, Discriminatory or Harassing Information:** Social media and Title IX are not mutually exclusive. The pervasiveness of online social networks enables students to connect instantaneously from virtually anywhere; and social media can be used to harass, stalk, and create hostile environments.

- i. Members of the John Marshall community should be mindful of this when engaging in social media, as seemingly “harmless” actions could lead to a Title IX claim against them.
 - 1. “The issue is whether the harassment rises to a level that it denies or limits a student’s ability to participate in or benefit from the school’s program based on sex.” [U.S. Department of Education Revised Sexual Harassment Guidance \(2001\)](#).
- ii. Related policies:
 - 1. https://ecommons.jmls.edu/faculty_staff/Business%20Office%20Documents/Harrassment%20Policy.pdf
 - 2. <http://www.jmls.edu/students/pdf/harassment-policy.pdf>
 - 3. <http://www.jmls.edu/security/discrimination-form.php>
- e. **Personal Use:** John Marshall employees who decide to engage in personal social media activities should maintain separate professional and personal accounts with separate postings. But that separation is not easily maintained.
 - i. For a variety of approaches, consider this article:
<https://hbr.org/2015/03/how-to-separate-the-personal-and-professional-on-social-media>

6. Copyright & Protected Content

- a. **The John Marshall Law School Logo and Associated Images:** John Marshall’s logo and associated images are trademarked intellectual property of the law school and should be protected where appropriate.
 - i. Only use John Marshall’s official logo, which can be obtained through the Office of Marketing & Communications.
 - ii. Do not use any other law school logos including those that may be found on the web.
 - iii. Consider the approach that the University of Michigan takes:
<http://socialmedia.umich.edu/strategy-guidelines/protecting-the-brand/>
 - iv. Social media users should be aware that third-party images and content are not always free to use on social media. Best practices dictate verifying the copyright requirement and, when

necessary, asking for permission from the original copyright holder.

7. **Confronting Threats and Trolls:** You are encouraged to consistently monitor all of your social media accounts. On occasion, you may encounter other users who wish to use social media to badger the law school or make disparaging remarks about the law school or its faculty, staff, or students, or even to make threatening remarks.

Often times the best course of action is unclear when encountering this type of negative activity and discourse. We recommend that you research who is behind the activity and make an informed/educated decision before taking action. And when in doubt, contact the Office of Marketing & Communications for further advice.

If you encounter negative activity and decide to take action, there are several steps you can take including:

- a. Report any threats to the safety of the law school and its students, faculty, and staff to security, especially if the threat is a Title IX violation.
- b. Consider removing the posts. General guidance for behavior warranting the removal of a post includes the use of obscene, threatening, discriminatory or harassing language; disclosure of confidential information; comments advocating illegal activity; violating trademark or copyrights; posts violating FCC policies; endorsements
- c. Blocking further comments from the poster. Many social media platforms can be set to require comments from outsider users to be approved before posting or all comments can be blocked.
- d. Blocking the user. Most social media platforms allow you to block users. Before doing so consider whether blocking the offending user is the appropriate remedy – might it further inflame them?

EXHIBIT A

JMLS FACEBOOK PAGES

- **The John Marshall Law School**
@jmlschicago

Departments

- **Alumni & Development**
@JMLSAumni
- **Career Services Office**
@jmlsCSO
- **Louis L. Biro Library & Technology Services**
(Inactive since 2016)
@jmlslibrary

Centers & Clinics

- **BELAW**
@jmlsbelaw
- **Center for Intellectual Property, Information & Privacy Law**
@centerforiplaw
- **Center for Tax Law & Employee Benefits**
(Inactive since 2013)
@TaxEB
- **Fair Housing Legal Clinic**
@jmlsfairhousing
- **Restorative Justice Project**
@JMLSRestorativeJustice

Honors Programs

- **Law Review**
(Inactive since July 2016)
@JMLawReview
- **Law Review: Alumni and Current Members**
(Inactive since 2010)
No Handle
- **Moot Court Honors Program**
@JmlsMootCourtHonorsProgram
- **Review of Intellectual Property Law**
@JMRIPL

Student Organizations

- **Student Bar Association**
@JMLS.SBA
- **Asian Pacific American Law Students Association**
@ApalsaAtJohnMarshallLawSchool
- **Construction Law Society**
(Inactive since November 2016)
@JohnMarshallConstructionLawSociety
- **Democrats Society**
(Inactive since 2012)
@jmlsdems
- **Fair Housing Law Association**
(Inactive since 2012)
@TheJohnMarshallLawSchoolFairHousingLawAssociation
- **Habitat for Humanity International Chapter**
(Inactive since 2014)
@HabitatforHumanityJMLS
- **Intellectual Property Law Society**
(Inactive since September 2016)
@jmplps

- **Municipal Law Society**
(Inactive since 2015)
@jmlsmunilaw
- **National Lawyers Guild Chapter**
(Inactive since 2010)
No Handle
- **National Lawyers Guild**
(Inactive since November 2016)
No Handle
- **Student Animal Legal Defense Fund**
@SALDF.JMLS

EXHIBIT B

JMLS TWITTER ACCOUNTS

- **The John Marshall Law School**
[@JMLSchicago](#)

Departments

- **Alumni**
[@JMLSAumni](#)
(Active but infrequent use)
- **Career Services**
[@jmlsCSO](#)
- **Diversity Affairs**
[@DiversityJMLS](#)
(Inactive since 2016)
- **Information Technology Services**
[@JMLS_ITS](#)
(Inactive since 2012)
- **Lawyering Skills Program**
[@LS_at_JMLS](#)
- **Louis L. Biro Law Library**
[@JMLSLawLib](#)

Centers & Clinics

- **BELAW**
[@jmls_belaw](#)
(Never tweeted; established in Feb. 2017)
- **Center for Advocacy & Dispute Resolution**
[@JMLSCADR](#)

- **Center for Information Technology & Privacy Law**
@jmlsCITPL
(Inactive since 2011)
- **Fair Housing Clinic**
@JMLSFairHousing
- **Human Rights Clinic**
@JMLS_HR4Syria
(Inactive since September 2016)
- **Pro Bono Clinic**
@JMLS_ProBono
- **Restorative Justice Program**
@JMLSRJP
- **Veterans Clinic**
@JMLS_VLSC

Honors Programs

- **Journal of Computer & Information Law**
@JMLS_JCIL
(Inactive since 2009)
- **Moot Court Honors Program**
@jmlsMootCourt
(Inactive since 2011)
- **Moot Court Honors Program II**
@MootCourtJMLS
(Inactive since 2011)
- **Review of Intellectual Property Law**
@JMLS_RIPL
(Active but very infrequent use)

Student Organizations

- **Student Bar Association**
@JMLSsba

- **Banking Law Society**
@banklawjmls
(Inactive since 2013)
- **Class of 2016, Section 3**
@JMLS16S3
(Inactive)
- **Federalist Society Chapter**
@jmlsfedsoc
(Inactive since 2011)
- **OUTLaw**
@JmlsOutlaw
(Inactive, never tweeted)
- **Phi Alpha Delta**
@PAD_Lincoln
(Inactive since September 2016 but 1 tweet in Nov. 2016)
- **South Africa Comparative Human Rights Program**
@jmlssouthafrica
(Inactive since 2010)