



Moderator Guidelines

Document Location

Revision History

Date of this revision:	Date of next review:
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Version Number/Revision Number	Revision Date	Summary of Changes	Changes marked

Consultation History

Version Number/Revision Number	Consultation Date	Names of Parties in Consultation	Summary of Changes

Approval

This document requires the following approvals:

Name	Title	Date

These guidelines shall be reviewed and updated on an annual basis.

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Moderator Guidelines

- A moderator process needs to be implemented within the Institute, examples of these processes are:
 - **Pre-moderation** (all comments are moderated before they go live). This is obviously the safest route to take to protect the reputation of the Institute. However, it has a major disadvantage in that there will be a time lag and many comments may never be screened due to high volumes.
 - **Post-moderation** (all comments are moderated after they go live, and removed if deemed inappropriate by the moderator). This is slightly more risky, as inappropriate comments will be seen by the community, and associated with the Institute.
 - **A combination of pre and post moderation** - people who have a strong record of behaving well in a community and having their comments approved are given the ability to moderate the social media platform.
- The moderation process must:
 - be objective and impartial and avoid any perception that posts are being censored for political reasons.
 - be sensitive to the diversity of the community and avoid any perception that it is being applied in a discriminatory manner.
 - inform posters why their post has been rejected and give them an opportunity to resubmit.
- Adherence to Acceptable Usage Policy, appendices III, specific acceptable usage rule for social media. Moderators have responsibility, in managing/moderating all social media communities/sites relating to CIT to ensure that the acceptable usage policy is adhered to.
- Posts that should be deleted include but are not limited to: off-topic posts, spam, spam links, abusive posts, and expletive and hate language.
- Serious mis-information posted within the community should be corrected (and if it is defamatory, deleted).
- Users are required to register on the social media site; posts cannot be added by “anonymous” users. This can reduce spam and abusive comments, and in some cases means the Institute could hand over details in the event of a law suit.
- If a user contests the decision to delete a comment, or block them, don’t enter into a discussion within the thread itself, but move the discussion elsewhere. For example, via email.
- As a moderator of a social media channel associated with CIT, it is important to ensure that comments and posts are responded to in a timely manner.

1. ACCOUNT CREATION

Accounts created for official business of Cork Institute of Technology must be created by an authorised representative of the Institute and approved by the Communications and Marketing Unit.

Whenever possible, social media accounts should be setup as 'fan pages' or 'organisation pages' with multiple administrators/moderators. For example; when using Facebook, under no circumstances should individual 'profile pages' be used as they are in violation of Facebook's Terms of Use and do not protect the privacy of users following the page.

When submitting an application for an account to be created please ask the relevant applicant department/unit head to email webadmin@cit.ie with the following information:

- a. Type of Account (e.g. Facebook, Twitter, LinkedIn, Google+, Youtube)
- b. Department
- c. Account Administrator / Moderator Names and Contacts (Phone, Email, Position)
- d. Account Username and/or URL
- e. What is the purpose of this account
- f. What audience are you trying to reach

It is recommended that administrator / moderator rights be granted where applicable to the CIT Communications and Marketing Unit in case of urgent takedown notices with official CIT accounts.

In most instances, where the purpose is to promote activities to the wider public or Institute community, existing social media channels should be utilised. Should a department/unit wish to engage with a smaller community / specific audience, the creation of an account(s) may be more appropriate.

Each CIT social media site should have at least two nominated CIT staff members as the designated administrators/moderators and any changes should be promptly communicated to the Communications and Marketing Unit.

2. BRAND GUIDELINES & NAMING CONVENTIONS

Cork Institute of Technology has brand guidelines that help build awareness of the Institute to current and prospective students, faculty and staff, alumni, industry and the wider public. All social media accounts should conform to the Institute's official Brand Guidelines which are available at www.cit.ie/marketing

Official CIT accounts and pages are encouraged where possible to use to feature logos, images and videos of the Institute. A sample of promotional materials is available from www.cit.ie/marketing or upon request to the Communications and Marketing Unit.

Some social media platforms allow for the creation of identifiable account names or 'vanity URLs'. Whenever possible, **Cork Institute of Technology** or **CIT** should be listed prior to the faculty, college, department or unit. This helps identify and build an awareness of accounts and provides a consistency that is shown to help build trust for users.

- a. **Facebook Fan Page: CIT Department Name**
Example: CIT Marketing
URL: <http://www.facebook.com/CITmarketing>
- b. **Twitter: @CIT_Department Name**
Example: @CIT_marketing or @CITmarketing
URL: http://www.twitter.com/CIT_marketing or
<http://www.twitter.com/CITmarketing>
- c. **YouTube: CIT Department Name**
Example: CIT Marketing
URL: <http://www.youtube.com/CITmarketing>

The Institute should only be referred to as Cork Institute of Technology or CIT
(e.g, Should not be named as Cork IT, C.I.T. or Cit. to maintain brand consistency)

3. POSTING OF CONTENT AND IMAGES

Each social media site administrators/moderators have responsibility on behalf of the Institute for all content published on official CIT social media sites for which they have responsibility.

Content should be posted with the understanding that it may be redistributed through the Internet and other media channels and may be viewed by the general public. Content directed at individual fans or users should be written in a respectful manner and should never be written in a manner that can be interpreted as combative, demeaning or otherwise negative. Content should not be posted unless it is clearly suitable for all ages and respectful for all audiences.

Personally identifiable information that can be used to locate someone offline, including but not limited to personal phone numbers, home or local addresses, or personal email addresses should not be posted.

Endorsing commercial products or services is not permitted on CIT social media accounts without prior permission from the Communications and Marketing Unit.

Written permission must be sought prior to using any copyright or proprietary materials such as music, art, photographs, videos or texts.

Where appropriate, photographs/videos should be watermarked with event information and the Institute's logo. A standard photograph watermark template is available from the Communications and Marketing Unit upon request.

In general, verbal or written permission must be obtained from individuals whose images are clearly identifiable. Where individuals have been asked for photos by official CIT photographers at Institute events, it is generally considered consent has been granted for use. Do not post content that might be embarrassing to an individual or that could be constructed as placing an individual in a negative or false light.

Under no circumstances should photos of people under the age of 18 years be published without completing a Model Release Form signed by their parents/guardians. Model Release forms are available from www.cit.ie/marketing

APPENDIX 1: BEST PRACTICE GUIDELINES

CIT staff and students posting material to social networking sites shall adhere to the following best practice guidelines:

Be honest about who you are

If the conversation relates to our business or our industry, you should identify yourself as working for CIT in the content of your post/comment/other content. Not only is this the ethical thing to do, but in some countries, like the Ireland there may be personal liability under Trade Commission regulations if you don't. Best practice is always to be honest about who you are without giving out detailed personal information.

Make it clear that the views expressed are yours

Include the following notice somewhere in every social media profile you maintain: "I work at CIT, but this is my own opinion and is not the opinion of CIT."

The Internet is a public space

Consider everything you post to the Internet the same as anything you would post to a physical bulletin board or submit to a newspaper. Many eyes may fall upon your words, including those of reporters, consumers, your manager and the competition. Assume that all of these people will be reading every post, no matter how obscure or secure the site to which you are posting may seem.

The Internet remembers

Search engines and other technologies make it virtually impossible to take something back. Be sure you mean what you say, and say what you mean.

Respect the privacy of offline conversations

Protect your co-workers and our partners by refraining from sharing their personal information or any conversations or statements unless you have their written permission to do so. Bringing someone false into an online conversation without their permission can be destructive to a relationship, cause misunderstandings or violate laws, commercial contracts and/or confidentiality agreements.

Be respectful

Treat past and present co-workers, other personnel, suppliers, consumers, partners, competitors, CIT, and yourself with respect. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Acknowledge differences of opinion. Respectfully withdraw from discussions that go off topic or become profane.

Strive for accuracy

Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the Institute in any capacity

APPENDIX 2: MODEL WORDING FOR INCLUSION ON SOCIAL WEBSITES

NOTICE AND TAKE DOWN PROCEDURE:

The Institute operates on a "notice and takedown" procedure for Institute operated social networking.

If you have any complaints or objections to material or content including user messages posted on the Institute's webpages, or if you believe that it infringes any intellectual property that you hold, please email webabuse@cit.ie

A full copy of the CIT Social Networking Policy can be viewed at www.cit.ie/policies

Blog Disclaimer

The views expressed in the posts and comments on this blog do not reflect Cork Institute of Technology or any other third party mentioned or referred to on the blog. They should be understood as the personal opinions of the author only.

Blog Comment Statement

All readers are encouraged to leave comments. While all points of view are welcome on the blog, only comments that are courteous and on-topic will be posted. All comments will be reviewed by the author and responded to (as needed) prior to posting on the blog. The author reserves the right to post comments at his or her discretion. Spam and comments endorsing commercial products or services will not be posted.

Contributors to this blog are fully responsible for everything that they submit in their comments, and all posted comments are in the public domain.

Blog Linking Statement

This blog may contain external links to other sites. The author does not control or guarantee the accuracy, relevance, timeliness, or completeness of information on other web sites. Links to particular items in hypertext are not intended as endorsements of any views expressed, products or services offered on outside sites, or the organisations sponsoring those sites

Blog Privacy Statement

Any email addresses, names, or contact information received through this blog will not be shared or sold to anyone, unless required by law enforcement investigation.