



Social Media Code of Conduct

Last modified January 2015

Introduction

Social media has become an integral part of everyday life. As Titan TV embraces the use of social networking sites including, but not limited to, Facebook, Twitter, Vimeo and YouTube, it is becoming increasingly important to monitor its uses as well as maintain a standard of excellence on these sites.

When used properly, social networking sites can provide valuable connections between Titan TV and its audience of followers. When a person chooses to follow Titan TV and its subsidiary pages on any social network, they deserve to have quality information and postings presented to them.

In addition, the line between postings on personal profiles and any of Titan TV's social networks is being blurred. It is with these guidelines that any confusion may be cleared up. It is also implied that students will create postings on social network sites with good judgment and remain morally correct.

If there is a problem that arises that is not addressed in these guidelines, it is to be discussed among the Titan TV Executive Board members and proper adjustments should be made to this document to accommodate the changes.

Titan TV's Social Media

This applies to Titan TV's social media sites as well as all shows that air on Titan TV, including all original field and studio shows, Titan TV News and Titan TV Sports.

- Respect all copyright and fair use laws.
- Use proper grammar, spelling, punctuation, etc.
- If the Titan TV logo is used on any social networking sites, please use the logo appropriately and not distort the logo in any way.
- Respect the audience. Remember that Titan TV's social networks reach a larger demographic than just college age. Don't use ethnic slurs, personal insults, obscenity, or inside jokes that can only be understood by a select group.
- It is strongly encouraged to share content from Titan TV and subsidiary pages.
- No episodes of Titan TV shows should be posted on social networking sites until they have aired on Titan TV.

- No news or sports stories should be posted on social networking sites before they air during the newscast or broadcast. Everything airs on Titan TV first, then it can be uploaded and posted. However, "teasers" of what stories are being covered may be used to inform followers.
- Titan TV shows including field, studio, Titan TV Sports, and Titan TV News, are asked to refrain from posting public notices on their social networking sites. Posts of this nature can, however, be posted on the social networking sites of Titan TV.

Titan TV Executive Board Members & Involved Students

In regards to a student's personal social networking sites, it is requested that these standards be followed.

- If a student holds a position on the Executive Board, they can choose whether or not to associate themselves with their role with Titan TV on their personal social networking sites. Those who choose to associate themselves with Titan TV on their own accounts are reminded not to post anything that could jeopardize the credibility of Titan TV and to refrain from posting information before it becomes available to other students.
- If the Titan TV logo is used on a student's personal social networking sites, students are reminded to use the logo appropriately and not distort the logo in any way.
- Students hold the right to tag and/or untag themselves in posts of any nature or content that have been posted to any of Titan TV's social networking sites or its subsidiary pages.
- Students hold the right whether or not to share content to their personal social networking sites from Titan TV's social networking sites and its subsidiary pages.
- Full episodes, broadcasts, or content belonging to Titan TV should not be posted secondhand on student's personal social networking sites. However, using brief clips from content that aired on Titan TV in a student's reel is still encouraged.
- Titan TV News reporters are not allowed to post and share their news packages on their personal social media accounts. However, using the content for a student's reel is acceptable.

Examples of Correct and Incorrect Posts

Below are examples demonstrating the right (+) and wrong (-) ways a person could create a post to a social networking site based on the criteria given.

- The following are example posts for an original show airing on Titan TV.
 - + "Check out the newest episode of [show] airing tonight at 7:00 on Titan TV!"

- “OMG the new ep. of this show airs tonight!!!!”
- + “Hey followers! If you like our show, you’ll love [other show]. It airs at 7:30, right after us on Titan TV!”
- “Hey followers! We need help filming this weekend. Sign up at the call for crew boards!”
- + “On tonight’s newscast we will be looking into the new restaurant being built on campus and we have the newest information on the recent drug bust. Tune in at 4:00 for more.”
- “Looks like campus is getting another Starbucks. Students are rejoicing as their coffee addictions can reach all new highs.”
- The following are example posts for a member of the Titan TV Executive board.
 - + “Hey friends! If you’re in the area, you should watch the show I helped produce for Titan TV! #TitanTV #producerpower”
 - “I have so much stupid work to do for the station. I hate my life. #TitanTV #sucks”

Improper use of the Titan TV Logo

The Titan TV Logo is to be used as is. Scale may be changed to the needs of the project, however change in height, width, color, cropping and/or any other distortions is not allowed.

Correct



Incorrect

