

## ***Guest Editorial***

### **College Administrators Don't Need Social Media To Make Fools Of Themselves. They Are Quite Able To Do It All By Themselves.**

A recent [Chronicle of Higher Education article](#) offers guidance to college leaders who use or are thinking about using social media.

Fear of making a public misstep keeps many college leaders leery [of social media] ... College leaders don't even have to be active on social media to go astray.

Very public administrative mistakes are nothing new at Southern Miss. Here's one of my favorites. Every member of the Business faculty knew Harold Doty had barely moved into the College of Business' Dean's office at USM when he began looking for a new job at a better school. Blissfully indifferent to the fact that his interview was being recorded for publication on the school's website, he embarrassed himself, and didn't get the job. Here's the quote.



The fun money is private money. At Southern Miss, I've got state dollars and I've got Foundation dollars. It's real easy to tell them apart. I tell people I've got two checkbooks. I've got my booze account and my non-booze account. Out of the state money I'm pretty constrained what in I can do. ... Foundation dollars, that's when I take my money out of my booze account, I can pretty much do anything I want with it.

D. Harold Doty, former Dean, College of Business, University of Southern Mississippi, former Dean, University of Texas at Tyler.

If you don't believe the dean of a college of business could appear this foolish and self-absorbed take a look at the front page of [usmnews.net](#) where you can see and hear for yourself, Mr. Doty prancing back in forth for his audience while referring to donors' generous contributions as his "booze account."