

Policy Title:	Social Media Policy
Document Reference #:	To be assigned at a later date
Major Functional Area:	
Executive Sponsor:	Christian Schindler, Vice President, Marketing and Enrollment
Sponsoring Organization:	Marketing and Enrollment
Effective Date:	
Revised Date:	12/11/2018

Purpose

The purpose is to establish university-wide standards for the use, creation and management of social media communication platforms for Saint Leo University. Social Media communication platforms enable individuals to share ideas and exchange information, to promote social networking, to interact in real-time and to build community. These platforms allow the posting of text, audio, video, photo and other content. Examples of these social media communication platforms include, but are not limited to, Facebook, Twitter, Pinterest, tumblr, YouTube, Google +, LinkedIn, Instagram, blogs, vlogs and podcasts.

Audience

All Saint Leo University students, faculty and staff.

Policy Exceptions

Exceptions to this policy must be formally documented and approved by the Vice President of Enrollment and Marketing.

Policy Violations

Violating this policy will result in disciplinary action, up to and including employment termination or student suspension. Where illegal activities or theft of University property (physical or intellectual) is suspected, the University reserves the right to report such activities to the applicable authorities.

Policy Statement

This policy establishes university-wide standards for the use, creation and management of social media communication platforms to ensure all social media accounts are in accord with the University's mission and core values. The policy applies to all social media postings on a university site by anyone; staff, faculty or student. The University reserves the right to remove content or comments in accordance with this policy.

Section No.	Policy Statement	Reference
Authorization of Social Media Site		
1.1	Prior to creating a new University-affiliated social media site, you must email a completed form to the Director of Social Media.	
1.2	The Director will review the information on the Social Media Account Request and notify you if authorization is granted. As the Site Account Manager for this social media site, you will be responsible for providing content and complying with university policies.	

1.3	When creating your account, you must set up the Director and the Social Media Specialist as administrators on your social media account. If requested by your office or department, the Director and the Social Media Specialist will designate additional administrators. For the purpose of the policy, the Director, the Specialist, and other site administrators will be considered "University Administrators."	
1.4	The Social Media Department will maintain a master list of all University-affiliated social media accounts, the University Administrators assigned to each account, and the Site Account Manager.	
1.5	University Administrators reserve the right to disable or temporarily unpublish any social media account that is dormant, defined as having no posts or other activity, for six months.	
Standards and Guidelines		
2.1	All accounts must be registered using only Saint Leo email addresses. No personal email accounts may be used for any University social media site.	
2.2	A University-affiliated social media site must conform to the University Graphics Standard Manual and Editorial Style Guide. This document may be accessed at	
2.3	The University Administrators reserve the right to review all social media sites to ensure they are following the University Graphics Standard Manual and Editorial Style Guide and to remove inappropriate content. The University Administrators are not responsible for day-to-day maintenance.	
2.4	As a Site Account Manager, you must update the site on a regular basis, monitor the account daily, and respond to inquiries. Do not use any personal social media account names when posting content.	
2.5	As a Site Account Manager, you continue to be subject to University policies and documents, including, but not limited to, the Employee Standard of Conduct, Student Code of Conduct, Acceptable Use Policy, Privacy Policy or any other applicable policy.	
2.6	Do not post confidential or proprietary information about the University, its students, its alumni, or your fellow students or employees. Use ethical judgment and follow Saint Leo University's policies and federal requirements to protect personal information, which include, but is not limited to, employee records, health or medical information, student education records, student athlete information and recruitment operations. For more information, please review Saint Leo University's FERPA (Family Education Rights and Privacy Act) Policy and Saint Leo University's NCAA Policy (National Collegiate Athletic Association).	
2.7	Do not post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public may be subject to copyright restrictions prohibiting unauthorized duplication or dissemination. It is better to link to others' work rather than reproduce it. For more information, please review the University's Copyright, Patent & Invention Policies or contact the Legal Affairs Office.	
2.8	Do not post content that may be considered abusive, profane, obscene, lewd, lascivious, or pornographic.	

2.9	Do not post content that is reasonably likely to harass, intimidate, threaten, embarrass, humiliate or degrade other individuals or that target an individual or groups of individuals for the purpose of harassment, intimidation, threats, embarrassment, humiliation, degradation, or discrimination on the basis of ethnic origin, race, gender, age, sexual orientation, disability, religion or other protected trait.	
2.10	Do not post content that contains defamatory or disparaging references or depictions of other groups, organizations, institutions or individuals, or that discredits or causes embarrassment to Saint Leo.	
2.11	Be sure your content is accurate and factual. Verify the information and review your postings for any spelling or grammar errors.	
2.12	These social media sites shall follow the accessibility guidelines of the platform site and those established by the University.	
2.13	Social media cannot be used to conduct the academic or operational business of the University. When communicating with individual students or employees regarding specific individual matters, such as a student's academic progress or an employee's work, Saint Leo email addresses must be used.	
2.14	Site Account Managers are responsible for managing their social media account and they will be subject to discipline or personal liability if their posts are found to be defamatory, harassing, threatening, in violation of the privacy rights or copyright interests of other persons or entities, or otherwise contrary to applicable law.	
Photos for University Social Media		
3.1	Site Account Managers who wish to publish a photograph of a student on the site need to acquire a signed photo release unless photo is taken at a University event or activity, the student cannot be recognized, or the student is part of a voluntary group photo.	
3.2	When posting non-student photos, it is recommended that the administrator obtain written permission. This written permission can be accomplished in an e-mail or with the photo release form.	
Emergency/Crisis Communication		
4.1	In the event of a crisis or campus, emergency, social media may become a vital communication channel. Information posted on social media channels during such an event shall direct followers to the Saint Leo University homepage for information and updates.	
4.2	Site Administrators of any social media account must not post information about an emergency/crisis before the University's Office of Communications posts information or updates.	
4.3	Site Administrators of any social media account should not reinterpret, add to or delete from language used in crisis or campus emergency notifications.	

Process Statement

Section No.	Process	Reference
Social Media Account Request		
1.1	<p>Prior to creating a University-affiliated social media account, you must email a completed Social Media Account Request form to the Director of Social Media. The form will provide the following information:</p> <ul style="list-style-type: none"> • Type of account • The purpose of the site • Who is your audience • A reasonable plan/editorial calendar for managing content • Names and contact information for at least 2 designated administrators for the site • Suggested account/page name 	
1.2	<p>The Director will review this information and will consider the following factors:</p> <ul style="list-style-type: none"> • The existence of an already established University-affiliated social media account that can share the content and help achieve your goals. • Resources need to execute your plan. • Benefit to Saint Leo University. <p>If approved, the Director will notify you that the creation of the account is authorized.</p>	
1.3	<p>If the Director does not approve the social media account, you will receive notification via email.</p>	
Violations of Policy		
2.1	<p>The University shall have the right to review content posted to any site maintained in the name of the University and may remove or cause the removal of any content that violates the Policy, or federal, state or local laws.</p>	
2.2	<p>The University may block posts of users that violate this policy or restrict or deny a violator's access to the social media site. University students, faculty or staff who violate this Policy may be subject to additional University discipline.</p>	

Related Documents or Information

Definitions

Social Media: Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). Examples include, but are not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube and other similar platforms or applications.

Copyright: A form of intellectual property law protecting original works of authorship including literary, dramatic, musical and artistic works. A copyright does not protect facts, ideas, systems or methods of operation – only the way these objects may be expressed.

University Administrator: An employee of the University who is responsible for reviewing assigned University-affiliated social media accounts for compliance with this policy.

Site Account Manager: The individual who created and now maintains the an University-affiliated social media account.