

# Dixie State University Policy

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## 146 Social Media

- I. Purpose
- II. Scope
- III. Definitions
- IV. Policy
- V. References
- VI. Procedures
- VII. Addenda

### I. Purpose

- 1.1 The purpose of this policy is to provide standards and best practices for Dixie State University's (DSU) community of social media managers to enable them to represent the University's best interests.

### II. Scope

- 2.1 This policy applies to social media accounts created for the purpose of officially representing DSU and its departments, programs, entities, groups, clubs, etc., and does not apply to individual or private social media accounts.

### III. Definitions

- 3.1 ***Social media:*** all methods of online interaction external to the University web pages, including but not limited to social networks (Facebook, Twitter, YouTube, LinkedIn, etc.), blogs, virtual worlds, and wikis.
- 3.2 ***Posters or users:*** a person submitting content to any social media site that is officially recognized by DSU.
- 3.3 ***Social media best practices:*** guidelines, ethical considerations, and conventions for creating successful social media campaigns and accounts.
- 3.4 ***Social media terms and conditions:*** the terms and conditions imposed by the social media website in which the user is participating.

### IV. Policy

- 4.1 University Marketing and Communication (UMAC) helps DSU departments, programs, entities, groups, clubs, etc. create, manage and succeed in using social media outlets to further their academic mission. The UMAC will identify individuals and groups that currently manage social media accounts for DSU

entities, advise them on the policy, and encourage those who have not done so to apply for official registration status. The UMAC will provide occasional training sessions regarding media use and its role at DSU.

4.2 DSU authorizes entities to use various social media to accomplish assigned goals within the scope of their charters, insofar as the University is represented in a fair, accurate, and legal manner that protects its brand and reputation, and under the following conditions:

4.2.1 All social media accounts representing the University must be specifically authorized by UMAC, and all relevant University policies must be followed.

4.2.2 This policy does not authorize DSU departments, programs, entities, groups, clubs, etc. to enter into advertising agreements with social media sites on behalf of DSU. University employees do not have permission or authority to place advertising on social media sites without the approval of the UMAC.

4.3 All officially-recognized social media accounts will be publicly listed on the DSU Social Media website.

4.4 Branding

4.4.1 Use of the University's marks and brands must fall within approved guidelines and policies. See Policy 206.

4.4.2 Social media accounts may not use the University's name to promote any product or cause other than those which fall within the group's charter or responsibilities. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited.

4.4.3 Each platform or page of social media must include a link to the social media disclaimer webpage.

4.5 Content

4.5.1 The primary administrator is responsible for monitoring the content on the social media account and removing content that violates this or any other University policy. Individual posters to any DSU social media account are responsible and liable for their own posts.

4.5.2 All federal, state, and local laws and regulations must be followed,

including but not limited to the Copyright Act, the Health Insurance Portability and Accountability Act (HIPAA), and the Family Education Rights and Privacy Act (FERPA) and all other personal privacy laws. In particular, the use of any individual's name, image, or personal data, and all confidential and proprietary information must be protected.

4.5.3 Language or other content that is threatening, defamatory, illegal, obscene, infringing of intellectual rights, or that violates any University policy including those related to harassment and non-discrimination is unacceptable and will be removed without notice by the user or by an administrator as provided within this policy.

4.5.4 Social media users should also be aware of NCAA rules governing interactions between the Institution and its employees, and prospective student athletes who have started classes for the 9th grade. All employees should refrain from contacting (tweeting, messaging, friending on Facebook, etc.) prospective student athletes prior to signing a National Letter of Intent. See References or contact DSU's Athletic Compliance Office.

4.5.5 Posters and users should follow the DSU Best Practices for social media website in order to create successful social media accounts and retain the privilege of authorized DSU social media use, including obeying the Terms (or Conditions) of Service for each social media platform.

#### 4.6 Administration

4.6.1 Each social media account must be primarily administered by a full-time DSU employee who shall manage and monitor content to encourage compliance with DSU policies and remove content that violates policies, regulations, or laws. The primary account administrator shall be responsible for the accuracy and appropriateness of content on that site.

4.6.2 Each social media account must include a designated full-time employee or designee of UMAC as a second administrator. The secondary administrator has the right, but not the responsibility, to remove inappropriate, injurious, or illegal content and/or to shut down any social media account that violates this or any other University policy.

4.6.3 Any external user content removed by the University will be done so only due to violations of policy, regulation, or law and will be accomplished in a viewpoint-neutral fashion. Content will not be

removed and external users will not be blocked simply because it or they are unflattering or unpopular.

4.6.3.1 The University may remove or amend its own content at its discretion. Such removal may have the attendant consequence of removing associated sub-posts or comments.

4.6.3.2 Any content removed by the social media provider pursuant to social media terms and conditions is beyond the control of the University.

4.6.4 Each social media account should be created using an email address provided by the UMAC.

4.6.5 While DSU encourages participation in a vibrant online community, the University disclaims any responsibility for inaccurate or misleading information (including copyright violations, slander, libel, defamation, and invasion of privacy) posted on social media sites.

4.6.6 Student organizations that wish to have a social media presence must be officially recognized by the Office of Student Involvement & Leadership.

## V. References

- 5.1 NCAA Rules & Procedures  
([https://dixiestateathletics.com/documents/2018/8/2/2018\\_19NCAADIIManual.pdf](https://dixiestateathletics.com/documents/2018/8/2/2018_19NCAADIIManual.pdf))
- 5.2 Policy 147 Media
- 5.3 Policy 206 Trademarks and Collegiate Licensing

## VI. Procedures

- 6.1 Forms
  - 6.1.1 Application for Social Media Account found on UMAC website
  - 6.1.2 Application to Register a Social Media Account found on UMAC website
- 6.2 Tools
  - 6.2.1 DSU Branding Guidebook

6.2.2 DSU Best Practices found on UMAC website

**VII. Addenda**

7.1 [umac.dixie.edu/social-media/disclaimer/](http://umac.dixie.edu/social-media/disclaimer/)

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Policy Owner: University President

Policy Steward: University Chief Marketing Officer

History:

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