Dixie State University Policy

146 Social Media

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8. **Purpose**
   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.~~ The purpose of this policy is to designate the forum in which Dixie State University’s (the University) and affiliated social media falls, and to provide necessary standards and best practices in the form of a guide for the associated social media community in accordance with University, state and federal regulations.
9. **Scope**
   1. This policy applies to social media accounts created for the purpose of officially representing the University and its departments, programs, entities, groups, clubs, etc., and does not apply to individual or private social media accounts beyond their interaction with Official University Accounts.
10. **Definitions**
    1. ***Social Media:*** All methods of online interaction external to the University web pages, including but not limited to social networks (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.)~~,~~ and blogs ~~virtual worlds, and wikis~~.
    2. ***Official University Accounts:*** Social Media accounts created for the purpose of officially representing the University, its departments, programs, entities, groups, clubs, etc.
    3. ***Social Media Forum***: Constitutes the interactive space used by Official University Accounts.
    4. ***Social Media Community***: The sum of the Social Media users interacting with Official University Accounts.
    5. ***~~Posters or users~~ Social Media Manager:*** Any person authorized by the University Marketing & Communication office (UMAC) to manage ~~submitting content to any~~ an Official University Account.
    6. ***~~Social media best practices:~~*** ~~guidelines, ethical considerations, and conventions for creating successful Social Media campaigns and accounts.~~
    7. ***Social Media Terms and Conditions:* T**he terms and conditions imposed by the Social Media website in which the user is participating.
    8. ***Social Media Guide:*** The University’s online guide to the Social Media account registration process, Social Media related trainings, and Social Media best practices to be followed by all University Social Media Managers.
11. **Policy**
    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.~~
    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:~~ 
       1. ~~All Social Media accounts representing the University must be specifically authorized by UMAC, and all relevant University policies must be followed.~~
       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.~~
    3. ~~All officially-recognized Social Media accounts will be publicly listed on the DSU Social Media website.~~

4.1 Forum

* + 1. Official University Accounts are to be regarded as a limited public forum for discussion of topics posted by Official University Accounts.
       1. Postings that are unrelated to those topics are prohibited and will be removed without notice.
       2. In addition, postings which contain unprotected speech, incitement, obscenity, defamation, speech integral to criminal conduct, fighting words, true threats, child pornography, and fraud will also be removed without notice.
       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 simply because the content is unflattering or unpopular.
  1. Registration
     1. Any and all Official University Accounts must request registration through UMAC Social Media & Digital Marketing Coordinator as outlined in the online Social Media Guide.
        1. The Social Media Guide is subject to change.
        2. Once initial registration has been approved, designated Social Media Managers must complete the online Social Media Guide trainings related to the management of an Official University Account.
        3. A reregistration is required when changing or adding Social Media Managers.
     2. All Official University Accounts will be publicly listed on the University’s Social Media website.
  2. Branding
     1. Use of the University’s marks and brands must fall within approved guidelines and policies as outlined in the DSU Branding Guide found on the UMAC website.
     2. ~~Social Media~~ Official University Accounts may not use the University’s name to promote any product/ ~~or~~ cause or place advertising of any kind on Social Media sites without the approval of UMAC. ~~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.~~
     3. Each ~~platform or page of Social Media~~ Official University Account must include a link to the University Social Media Disclaimer webpage.
  3. Content
     1. ~~The primary administrator~~ Each Social Media Manager is responsible for monitoring the content on their Official University Account(s) and removing content that violates this ~~or any other University~~ policy. ~~Individual posters to any DSU Social Media account~~ Social Media Managers are responsible and accountable for their own posts on Official University Accounts.
     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.
     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. Social Media ~~users~~ Managers should also be aware of NCAA rules governing interactions between the ~~Institution~~ University 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 the University’s Athletic Compliance Office for more information.
     5. ~~Posters and users~~ Social Media Managers should follow the ~~DSU Best Practices for social media website~~ University’s online Social Media Guide in order to create successful Social Media accounts and retain the privilege of authorized University Social Media use, including complying with the Terms ~~(or~~ and Conditions~~) of Service~~ for each Social Media platform.
  4. ~~Administration~~ 
     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.~~
     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.~~
     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. 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.
     5. Any content removed by the Social Media platform pursuant to that platform’s Social Media Terms and Conditions is beyond the control of the University.
     6. ~~Each Social Media account should be created using an email address provided by the UMAC.~~
     7. While ~~DSU~~ the University 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.
     8. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited.
     9. ~~Student organizations that wish to have a Social Media presence must be officially recognized by the Office of Student Involvement & Leadership.~~
  5. Consequences of Noncompliance with Policy and Guide
     1. Violations of this policy and the Social Media Guide may result in removal or deletion of a Social Media post and may also result in employee or student disciplinary action.

1. **References**
   1. NCAA Rules & Procedures (https://dixiestateathletics.com/documents/2018/8/2/2018\_19NCAADIIManual.pdf)
   2. Policy 147 Media
   3. Policy 206 Trademarks and Collegiate Licensing
   4. FERPA (The Family Education Rights and Privacy Act of 1974 (20 U.S.C. § 1232g; 34 CFR Part 99)99)
   5. HIPAA (https://www.hhs.gov/hipaa/index.html)
   6. Copyright Act (<https://www.copyright.gov/title17/title17.pdf>)
2. **Procedures**
   1. Forms
      1. ~~Application for Social Media Account found on UMAC website~~
      2. Application to Register a Social Media Account found on UMAC website
   2. ~~Tools~~ Guides
      1. DSU Branding Guidebook found on UMAC website
      2. DSU ~~Best Practices~~ Social Media Guide found on UMAC website
3. **Addenda**
   1. ~~umac.~~dixie.edu/social~~-~~media~~/~~disclaimer~~/~~

Policy Owner: ~~University President~~ VP, Marketing & Communication

Policy Steward: ~~University Chief Marketing Officer~~ Social Media & Digital Marketing Coordinator

History:

Approved 03/19/12

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