POLICY TITLE
Social Media Policy

POLICY NUMBER
3-001

Responsible Unit: *Office of Communications*	**Effective Date:** *08/24/2018*
Responsible Official: *Vice President for External Affairs*	**Last Reviewed Date:** *N/A*
Policy Classification: *External Affairs and Public Relations Policies*	**Origination Date:** *06/22/2018*

I.   **POLICY STATEMENT AND RATIONALE**

The Southern University Board of Supervisors (SUBOS) and Southern University and A&M College System (SU) uses and encourages the use of social media to alert our constituencies and stakeholders about SU news, events, and programs; to connect with others, including students, employees, alumni, and fans; and to engage in conversations all members of the Jaguar Nation.

Social media sites are excellent venues to communicate and encourage engaging discussions about current events, issues, accolades, organizations and people. SU supports the need for a strong presence in the social media realm and encourages colleges, departments, programs, groups, and entities to be active in the social space and create social media accounts to build enriching relationships.

This policy defines the rules and procedures for the use of the Southern University System Social Media Policy and Procedures to ensure that university-sponsored social media is both legal and in compliance with SU policies.

II.   **POLICY SCOPE AND AUDIENCE**

This policy will apply to social media accounts created by SU employees for the official business purposes of the university, including SU faculty, staff, groups, departments, programs, entities, etc. It will therefore impact students, faculty, and

staff who utilize various social media for communication in conjunction with representing SU. Some examples of the various communication media included under this policy are Facebook, Vine, Pinterest, Instagram, Twitter, LinkedIn, Flickr, YouTube and others.

Student organizations that wish to create social media accounts that will be officially recognized by SU must be registered through the Office of Vice Chancellor for Student Affairs and the Office of Communications. All officially recognized social media accounts will be publicly listed by SU in a directory on the SU website.

SU will be provided account access information for all officially recognized accounts.

III. POLICY COMPLIANCE
Failure to adhere to the policy may result in actions under the appropriate Handbook for faculty, staff and students.

IV. POLICY DEFINITIONS
a. Social Media: Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. A software system or service provided via the Internet used to communicate and share information between people through interactions with video, audio, text or multimedia. Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Social media has transformed people from content consumers to content producers. Examples include, but are not limited to: Facebook, Twitter, Google Plus, Flickr, Pinterest, Tumblr, Instagram, Linkedin, YouTube, Vlogs, Blogs, Podcasts and Wordpress and other similar services.

b. 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.

c. Employee: Full-time, part-time and adjunct faculty, all staff employed by SU and any contractor or contract faculty or staff representing SU.

d. Employee Use – When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a university representative, employees must comply with applicable SU policies governing employee behavior and acceptable use of electronic and information resources.

e. Poster or User: A person submitting content to any social media site that is officially recognized by SU.

f. Social Media Accounts: These are accounts or profiles created in social media outlets such as Facebook, Twitter, YouTube, Flickr, and LinkedIn.

g. Social Media Best Practices: These are listed in the SU Social Media Guide (INSERT POLICY LINK)

h. Social Media Terms and Conditions: The terms and conditions imposed by the social media website in which the User is participating.

V. POLICY IMPLEMENTATION PROCEDURES

The Office of External Affairs in conjunction with the Offices of Academic and Student Affairs will be charged with implementing this policy.

VI. POLICY RELATED INFORMATION

a. All Official SU Social Media Sites must adhere to state and federal laws and regulations, and SU policies. Only public information may be posted on Official SU Social Media Sites. Official SU Social Media Sites must not contain sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and National Collegiate Athletic Association (NCAA) Regulations, as applicable. Any sensitive personal information or other confidential information posted on an Official University Social Media Site must be removed by the site administrator as soon as practically possible upon discovery.

b. SU is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, the University will not tolerate any activity or posting on an Official SU Social Media Site that loses First Amendment protection such as any unlawful, defamatory, or obscene (as defined by Louisiana and federal law) activity or posting. SU reserves the right to remove any such posting without notice. SU also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action.

c. All Official SU Social Media Sites must respect intellectual property rights, federal Copyright law and University policies.
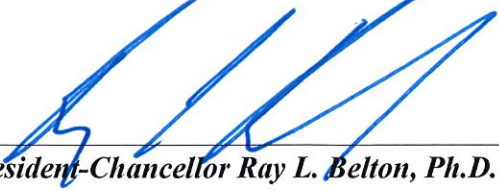
VII. POLICY HISTORY AND REVIEW CYCLE

This is a newly created policy. This policy is subject to a five-year policy review cycle.

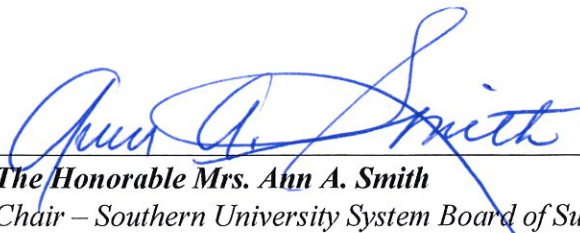## VIII. POLICY URL

(INSERT POLICY LINK)

IX. POLICY APPROVAL

The effective date of this policy is determined by the approval date of the PresidentChancellor of the Southern University and A&M College System and the Board of Supervisors of the Southern University and A&M College System.

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President-Chancellor Ray L. Belton, Ph.D.
Southern University and A&M College System

8/24/2018
Effective Date of Policy

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The Honorable Mrs. Ann A. Smith
Chair – Southern University System Board of Supervisors

8/24/2018
Effective Date of Policy

Southern University System
Social Media Guide

Our Mission

Southern University and A&M College System uses social media to alert our constituencies and stakeholders about SUS news, events, programs, etc, and to engage in conversations with all members of the Southern Family. Whether it is faculty, staff, students, administrators, fans or alumni, SUS uses social media to find out what's important to the entire System and to share that information with each other and the world. Our main channels are Facebook, Twitter, Instagram, and YouTube. Like, follow, and watch us and respond as our brand grows!

The Southern University System invites communication interaction from its constituencies on University pages on social networking sites. Information guests choose to post on social media sites is public, so discretion should be used when deciding whether to post personal information on these sites. Use of these sites is voluntary, and any guest using them assumes the risk associated with the use of social networking sites. Comments and content posted by guests do not reflect the positions or opinions of the Southern University System.

What is Social Media?

Social media is defined as the use of online tools and services that allow Internet users to create and publish content. Users with similar interests can interact in communities by sharing information and knowledge. Many social media sites, such as Twitter, Facebook, and LinkedIn can serve as personal profiles where users can post information about themselves. Social media also allows users to gain support, share information with friends and increase existing networking circles. Popular social media websites include Facebook, Twitter, LinkedIn, Foursquare, YouTube, Flickr, and blogs.

Does my department/college/unit need a social media account?

Before starting a social media account, ask yourself these three questions:

1. What does my department, program or organization hope to accomplish through social media?
   - Draft your goals in order to properly track the return of your investment in a social media channel. Ensure you are properly seizing the available opportunity to elevate the perception and image of the University's programs, and success of the University as a whole.

2. Where or who is my target audience?
   - Concentrate your efforts on one platform before expanding your presence. Take the time to engage and grow your following. Social media is about transparency and customer service.

3. Does the office/department, program/organization have the content to sustain a dedicated social presence, or is a hashtag and collaborative promotion on central accounts more beneficial?

- Successful social media managers update Facebook one to two times each day and Twitter, five to seven times a day. Departments and organizations that are unable to meet the content requirements to sustain a dedicated and robust social media account should partner with your campuses' official accounts to serve their social media needs.
- A hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. For example, #WeAreSouthern is the official hashtag of the System's recent branding campaign and is used frequently on social media. Hashtags can be used to group messages of similar topics together or be an identifier for cetain persons or organzations.

If you deem it necessary to create a social media channel, you must alert your campus Office of Communications by completing the Social Media Directory form. (See appendix)

For a list of official System/campus social media channels, please contact your campus Office of Communications.

Let's Get Started

- Outline your social media goals: By outlining your goals, you are able to successfully choose what social media channel is best suited for your primary objective. Pay close attention to the level of available resources for your social media channel. Although they are free to create, successful social media use requires time and attention. An inactive account that does not have a steady stream of new and relevant content will decline and fail. If you find that you don't have enough time to devote to the ongoing growth of a social media platform, consider delivering your messages through your campus' official social media channels.

- Assign a manager to your platform: Designating an administrator role to one person in your department or organization will ensure that you maintain a focus on your social media goals. This does not need to take up a significant amount of time, but successful maintenance of social media sites requires frequently updating the content, engaging with your audience, and responding to problems that may occur. You should update your platform at least twice a day. Electing a backup person for this will ensure your accounts are managed when the primary manager is away or unavailable.

- Uphold professional decorum: Account administrators should only post as the voice of the department or organization. This protects the privacy of the account administrator and maintains the consistency of professionalism for the unit. Account administrators and the University reserve the right to review all comments and posted materials and remove such materials for just reason and/or policy violation.

- Choosing the right platform: Be familiar with current and emerging tools, but try to consider ones that will further your marketing or communication goals. Having too many accounts can cause burn out and lead to inactivity.

- Appropriate Labeling: Creating an account name that demonstrates association with a Southern University System campus as well as a literal name is the best approach. For example, the SU Admissions Office should choose the Twitter name @SUAdmissions. Most social media platforms allow the user to create a custom profile photo or avatar. Make sure the image is appropriate and iconic.

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- Launch & Adjust: Once you've gone through these steps, the social media site is ready to launch! Be sure to publicize the platforms around the campus and on printed materials to build up your following.

Social Media Policy

The use of social media is increasingly common for University departments, students, and employees. These communication tools have the potential to create a significant impact on organizational and professional reputations. SUS has developed policies to properly portray, promote, and protect the institution. To acess the policy that further explains best practices and ramifications, please visit the SU System Social Media Policy. (link will be attached)

Social Media Best Practices and Content Guidelines

Southern University System employees and students are expected to adhere to the same standards of conduct online as they would in the workplace and on campus. All laws and policies outlined in the employee and student handbooks, including, but not limited to interacting with students, parents, alumni, donors, media, and all other university constituents apply online and in the social media context just as they do in personal interactions.

- Post only content that is not threatening, obscene, a violation of privacy laws, or otherwise damaging or illegal.

- The discussion or posting of information regarding pending university litigations in which you are party is prohibited on any social media accounts, especially accounts that are affiliated with the university.

- Ensure that links to other sites or attachments work.
- Less is best: When writing copy, try to limit emojis or social media symbols. Readers who may not have the latest technology will not be able to decipher your message if they cannot read it with blocked symbols.

- By posting content to any social media site, the administrator is held responsible for the content that appears on their social media site. They also must agree that they will not knowingly provide misleading or false information. In doing so, they will remit and hold the University harmless for any claims resulting from the content.
- The System/campus Office of Communications should be notified immediately when the there is a personnel change in a social media's channel administrator. The Social Media

Directory form should be updated to reflect the change.

- When using or posting online material that include direct or paraphrased quotes, thoughts, ideas, photos, or videos, please include the appropriate citations and attributions. Provide a link to the original material, if applicable.

- Refrain from posting information and conducting activities that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact your campus Office of Communications.

- Representation of your personal opinions interpreted as being associated with your campus, the System or any of its organizations is strictly prohibited. The names, logos, watermarks, or images associated with any of the Southern University System campuses may not be used to endorse any opinion, product, private business, cause, or political candidate.

- If you also maintain personal social media accounts, you should avoid confusion over whether or not the account is associated with your campus or the Southern University System. If you identify yourself as a Southern University System faculty or staff member online, it should be clear that the views expressed on your site are not those of your campus or the Southern University System and you are not acting in your capacity as a Southern University employee. While it is not mandated, Southern University System employees may consider adding a disclaimer to personal social media accounts. For example: *"While I am an employee at Southern University, comments made on this account are my own and not that of the University."*
- Respect fair use and copyright laws. Please do not share or repost information or content that may be offensive or inappropriate.

Determine who owns the material you want to post.
Typical examples of copyright 'owners' include:
- Author of a written work
- Photographer who took the picture
- Composer of a song or melody
- Videographer of a video
- Journal/publisher of a published work
- Creator of artwork
- Programmer of software
- Employer of any of these people if the work was done in connection with their employment

How do you get permission to post copyrighted material?
- Contact the owner
- Contact the Copyright Clearance Center
- Contact the Office of the General counsel at 225-771-4080 for assistance.

Could posting of the material be considered a 'fair use' under the Copyright Act?

Use is likely fair if:
- Character of the use is nonprofit, educational, or personal
- Nature of the material used is factual published material
- Only a small amount of the material will be posted or
- Impact on the market for the material is very small

Use is likely not fair if:
- Character of the use is commercial (promoting a product or service, charging to access the copyrighted material, advertisements)
- Nature of the material used is imaginative and/or unpublished
- The majority of the material will be posted (i.e. an entire book vs. a quoted sentence)
- Use detrimentally impacts the market for the original
- Use was 'fair' at one time, but has been repeatedly reused or more widely distributed, or the copyright owner has requested that the use be limited or discontinued. For example, use of a portion of a journal article or a photo may have been Fair Use one time, but used annually for the same event or purpose, loses its Fair Use character.

What are the penalties for infringing someone's copyright?

Typically, a copyright holder's first response to an act of infringement is to send you a "cease and desist" letter demanding that you stop infringement. The copyright holder can go to court to get an injunction or a court order requiring you to remove the infringing material from your account, Web page, or profile. Additionally, a copyright holder can file a claim for actual damages suffered by the copyright holder as a result of your infringement.

If the copyright has been registered with the U.S. Copyright Office, the copyright holder can file a claim for 'statutory damages' without proving that the copyright holder was actually harmed by the infringement. An award of statutory damages can be as little as $750 or as much as $30,000. If the copyright holder can prove that you knew the work was protected under the law, an award of damages can be as much as $150,000.

What are the implications of posting copyrighted material on Facebook, Flickr, Twitter, LinkedIn, and YouTube?

When you post copyrighted materials on these social media websites, such as Facebook, they automatically obtain a license to use those materials, commonly known as an Intellectual Property, or "IP" license. They can use this IP license to share the materials all over the world without your further permission and without paying you any royalties. Some websites also reserve the right to change, commercialize and publicly perform or display the materials. This IP license ends when you delete the materials or terminate your account unless the materials have been shared with others and they have not deleted it. This could mean that the social media website effectively owns a license to use the materials you posted, for whatever purpose it desires, forever.

Additional questions?

- For copyright, fair use and faculty/staff ownership of works at SUS, contact the Office of the General Counsel at 225-771-4080 for assistance.

- Infographic: Can I Use That Picture?

- For tips on maximizing the benefit of your Facebook, Twitter, or other SU-recognized social media account; problems with content or use of social media; change of account administrator; reporting misuse of an account; establishing a new account; use of SU logos, graphics or trademarks, contact director of communications or communications specialist at 225-771-5571.

Information in the "Social Media Best Practices and Content Guidelines" section was originally created by Colorado State University and modified by the Office of Communications. Contact the director of communications or the communications specialist in the Office of Communications with questions regarding media and publicity relative to the University's social presence.

Privacy

The SUS Office of Communications monitors University-related content on the web including social media platforms. University policies to be followed and applied to social media platforms include, but not limited to, standards of privacy, conduct, ethics, discrimination, harassment, and bullying. Violation of University policy will subject the violator to disciplinary action. General privacy guidelines include:

1. Account administrators and employees must follow FERPA (Family Educational Rights and Privacy Act), HIPAA (Health Insurance Portability and Accountability Act) and NCAA (National Collegiate Athletic Association) guidelines.

2. Personal information, including contact and credit information, social security numbers, and email addresses are not to be posted or shared.

3. Do not post images of individuals without consent.

Posts Related to University Athletics

Southern University's Athletics program is committed to operating within the NCAA and university rules and regulations, which included all interactions between the university, its employees and student-athletes or prospective student-athletes.

As a coach or university-appointed athletic recruiter, it is suggested to avoid commentary online on athletic related topics other than game outcomes and general comments concerning game and athletic activities. In compliance with NCAA guidelines, it has been set that employee and University accounts are restricted from commenting or sharing any information on social media platforms regarding recruiting or the recruitment of specific student-athletes. Other university entities, such as admissions, individual departments/colleges, and etc. can send

public exchanges including, post/repost, tweet/retweet, like/favorite, in the instance that the university athletics department is not involved. These postings bear serious conquences for the employee(s) and university. Be mindful of NCAA sanctions and good sportsmanship conduct. For details or questions, contact the assistant athletic director for media relations at 225-771-3495.

Information provided in the "Posts Related to University Athletics" section were originally created by the University of Alabama and modified by the Office of Communications.

Emergency Communications

In the event that a campus emergency is developing, **do not** post unproven information regarding the situation. It is best to refrain from posting any information related to the emergency and allow the official campus social media site to post updates and information relative to the crisis. For proper crisis communications response, please refer all inquiries to the University's official communication sources and notify your campus director of communications .If you discover inaccurate information about an unfolding crisis, please contact the director immediately.

Posting Medical Conditions

It is prohibited to post personal details about an individual's medical condition on social media outlets affiliated with the University. If the person is in leadership, contact the communications specialist at 225-771-5571 to draft a public statement about that individual.

Use of Social Media Sites for the Placement of Advertising

University departments and individual employees are not authorized to enter into advertising agreements with social media sites. Any Southern University unit wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies mentioned in the *SU Visual Identity Guide (*provide link) and the terms and conditions outlined in the procurement of services provided by the vendor. Because most, if not all, social media sites will require a "clickwrap" agreement (online contract that can be accepted by clicking "Yes" or "I accept"), University employees generally do not have the authority to place advertising without administrative approvals. Requests for approvals should be directed to the marketing specialist at 225-771-5571.

External Partnerships

We advise university departments and organizations to inform the System Office of External Affairs, the Southern University System Foundation, the Southern University at New Orleans Foundation, or the Southern University at Shreveport Foundation before entering into a partnership or contract with an external organization or company. Due to existing agreements and partnerships, we do not want to violate any competition clauses.

Commercials and Video Promotions

Digital promotional videos are a popular source of advertising. To protect the University's brand, all video promotions and commercials need to be approved by your campus Office of Communications. The office will evaluate the content and offer creative feedback.
When planning the production and seeking approval from the office, make sure to have a clear vision, story boards, wardrobe options, props, and music selections available for evaluation.

Promotional Materials

All promotional materials that are printed or displayed that are affiliated with a Southern University System campus and use the Universities' logo must be approved for print by the campus Office of Communications. The goal is to have consistency throughout the SU brand. Before you develop any creative or content for the materials, please review the campus *Visual and Style Identity Guide*. Once the material has been drafted, please provide a copy to campus Office of Communications for approval.