



POLICY TITLE
Social Media Policy

POLICY NUMBER
06-008

Responsible Unit: <i>Office of Communications</i>	Effective Date: <i>08/24/2018</i>
Responsible Official: <i>Vice President for External Affairs</i>	Last Reviewed Date: <i>N/A</i>
Policy Classification: <i>Governance</i>	Origination Date: <i>06/22/2018</i>

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 (SUNO).

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 President-Chancellor of the Southern University and A&M College System and the Board of Supervisors of the Southern University and A&M College System.

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

Effective Date of Policy

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

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