

CAMERON UNIVERSITY

Use of Social Media Policy

Policy Statement

Cameron University recognizes the evolving nature of technology. There are many opportunities for students, employees, and visitors to participate in interactive discussions and share information using a wide variety of social media including, but not limited to, Facebook, Twitter, LinkedIn, YouTube, MySpace, blogs, and wikis. However, the use of social media can pose risks to the University's confidential and proprietary information, reputation, and brand. Usage can compromise University compliance with applicable local, state, and federal law as well as its own policies. To ensure that these rights and obligations are observed, the University has adopted this Social Media Policy.

Contents

- Who should know this Policy?
 - Responsibilities
 - Procedure
 - Contacts
 - Forms
 - Policy History
-

Who Should Know This Policy

- | | |
|---------------------|--------------------------------------|
| √ President | √ Faculty |
| √ Vice Presidents | √ Other Accounting/Finance Personnel |
| √ Deans | √ Students |
| √ Department Chairs | √ Other Groups |
| √ Directors | √ All Employees |
-

Responsibilities

Responsible for Policy

University Officer Responsible
Keith Mitchell

Senior Director of Public Affairs

Procedure

SCOPE

All employees, students and users of University affiliated social media are expected to adhere to this policy when engaging in social media activity.

Development, Usage and Posting on University Social Media Pages

Posting to University Social Media Pages

The University welcomes interaction from users of social media on University social media pages. However users must recognize the following when interacting on university social media:

1. Social media pages are not private, and security cannot be guaranteed.
2. Information posted on University pages is available to anyone who visits them. Individuals should consider this in decisions regarding content they choose to post. Use of the pages is voluntary, and any individual using them assumes the risk associated with the use of social networking sites and agrees to hold harmless the University, its employees, agents, officers, and representatives from any claims, causes of action, or damages that may arise relating to the use of these sites.
3. The University reserves the right to remove any and all content and comments from its pages at its discretion. Examples include but are not limited to:
 - a. Any content that is deemed unlawful, inappropriate, harassing, infringing, threatening or spam will be removed and may be reported to the site on which the content or comments appeared.
 - b. Comments and content that promote commercial products or services or political candidates, parties or causes are not permitted and will be removed.
 - c. Any content that otherwise violates University policy in any way will be removed.
4. Comments and content posted by users posting to University pages do not reflect the positions or opinions of Cameron University.

Development of University Affiliated Social Media Sites

Departments or units may start a social media site, page or other presence. The following steps are required before implementation:

1. Notify the University–Departments or university units should contact the Office of Public Affairs.
2. Define Responsibility–All institutional sites or pages must have a full-time appointed employee who is identified as being responsible for content. It is recommended that the unit head or department chair fulfill this role.
3. Have Shared Administrative Access–All institutional pages should have at least two individuals in any unit who have the capability to login and post to the departmental or unit social media. This administrative access should also be shared with the Office of Public Affairs as well as the list of individuals with access in the department or unit.
4. Have a Plan–Departments should have a plan for the use of their social media. Considerations should include intended messages, target audience, goals and a strategy for keeping the social media up-to-date.
5. Linked to the University–Whenever possible, social media should link both to the university website and to other official university social media on the same platform.
6. Naming and Messages–No Cameron unit page should represent that it speaks on behalf of the university as a whole. Consider this when naming pages and accounts, selecting profile pictures

and icons, and selecting content to post. Names, profile images and posts should be associated with the department or unit they represent rather than with the University as a whole.

Use and posting of University Information in Social Media

Student Information

Employees must follow applicable federal requirements such as the Federal Education Rights and Privacy Act (FERPA). FERPA restricts the disclosure of any information from a student's education record by a student, employee or anyone else performing University duties. Therefore, this information shall not be posted on social media sites. Employees or others who violate these requirements may place the University in jeopardy of sanctions by the U.S. Department of Education and could result in loss of federal funding. Individuals who violate this provision may be subject to disciplinary action up to and including termination. For additional information about [FERPA](#), please visit: <http://www.cameron.edu/ferpa> or contact the Office of Student Services.

Employee Information

Information obtained from employee records or performance evaluations is considered confidential and shall not be posted on social media sites. Individuals who violate this may be subject to University disciplinary action up to and including termination.

Accessibility

Information posted on university social media should be posted in a format to provide maximum accessibility considerations for end users who may be using assistive technology to view the information.

Copyright

Copyright laws apply to content posted on social media. Be mindful of copyright and intellectual property rights when posting content on social media. For questions about fair use of copyrighted material, contact the Office of Public Affairs.

Use of University Logos, Name or other Representation

Use of the Cameron University logos or any other university images on personal social media sites is prohibited. Use of Cameron University's name or marks to promote a product, cause, or political party or candidate is prohibited. Questions regarding the use of University's name, logos or marks should be directed to the Office of Public Affairs.

Use of University Time and Property

University computers and time on the job are reserved for university-related business as approved by department supervisors. In addition, all university computer users are subject to the University's Computer Use Policy. Specifically, users are reminded that information stored on university purchased or owned electronic communication system equipment is not private. This includes electronic data, communications or other information received on, transmitted to, printed from, stored or recorded on any of these devices. This includes electronic data and communications involving social media sites. These data and communication are subject to University storage, monitoring and release and may be used in University or external investigations. To review the full [Computer Use Policy](#) visit: http://www.cameron.edu/its/computer_use_policy.

Terms of Service

To the extent permissible by law, all users should obey the terms of service on any social media platform.

Personal Use of Social Media

It is understood that individuals, including students, employees and visitors to the university may engage in personal use of social media. When participating in social media individuals should use their personal (versus University) email addresses. Individuals choosing to participate in social media are personally responsible for the information they communicate. If individuals choose to identify themselves as a University employee or student, he/she should make it clear that the views posted are his or her own and not those of the University. Individuals are reminded that anything posted can reflect upon the university, even if a disclaimer exists. Posts may result in liability for the individual and for the University.

Best Practices in Social Media Usage

Privacy

Be reminded that privacy does not exist in social media. Each post should be carefully considered and formulated before posting. If you are unsure about posting something or responding to a comment, ask your supervisor.

Accuracy

Make sure the information you have is accurate before posting on social media. Review the content carefully for grammatical and spelling errors and avoid abbreviations. This is particularly important when posting on behalf of the University or a University affiliated unit.

Be Respectful

Understand that social media allows for conversations to occur between and among individuals in a very public forum. Your postings should encourage discussion and comments. Responses should be considered carefully in light of how they will reflect on the University and/or the individual posting.

Remember Your Audience

Social media platforms are available to the public at-large. This includes prospective students, current students, current employers and colleagues, peers and endless other groups. Consider this when posting content to ensure the post will not alienate, harm or offend these groups and/or individuals.

Photography

Caution should be used when posting photographs. Consider adding a watermark or posting images at 72 DPI and approximately 800x600 resolution to protect your property.

Contacts

Policy Questions: Keith Mitchell, Senior Director of Public Affairs, (580) 581-2211

Forms

In support of this policy, the following forms are included:

None

Policy History

Policy

Issue Date: September 15, 2012

Reviewed, no revision: February 2016

Revised: