

Utah Tech University Policy

146: Social Media



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I. Purpose

- 1.1 The purpose of this policy is to designate the forum in which Utah Tech University's ("the University") and affiliated social media fall, 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.

II. Scope

- 2.1 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 beyond their interaction with Official University 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, Instagram, Twitter, YouTube, LinkedIn, etc.) and blogs.
- 3.2 ***Social Media Community:*** The sum of the Social Media users interacting with Official University Accounts.
- 3.3 ***Social Media Forum:*** Constitutes the interactive space used by Official University Accounts.
- 3.4 ***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.
- 3.5 ***Social Media Manager:*** Any person authorized by UMAC to manage an

Official University Account.

- 3.6 ***Social Media Terms and Conditions:*** The terms and conditions imposed by the Social Media website in which the user is participating.
- 3.7 ***Official University Accounts:*** Social Media accounts created for the purpose of officially representing the University, its departments, programs, entities, groups, clubs, etc.

IV. Policy

4.1 Forum

- 4.1.1 Official University Accounts are to be regarded as a limited public forum for discussion of topics posted by Official University Accounts.
 - 4.1.1.1 Postings that are unrelated to those topics are prohibited and will be removed without notice.
 - 4.1.1.2 In addition, postings which contain unprotected speech, incitement, obscenity, defamation, speech integral to criminal conduct, fighting words, true threats, child pornography, or fraud will also be removed without notice.
 - 4.1.1.3 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.

4.2 Registration

- 4.2.1 Any and all Official University Accounts must request registration through UMAC Social Media & Digital Marketing Coordinator as outlined in the online Social Media Guide.
 - 4.2.1.1 The Social Media Guide is subject to change.
 - 4.2.1.2 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.
 - 4.2.1.3 A reregistration is required when changing or adding Social Media Managers.

4.2.2 Student organizations that wish to have an official University Social Media account must be officially recognized by the Office of Student Involvement & Leadership.

4.2.3 All Official University Accounts will be publicly listed on the University's Social Media website.

4.3 Branding

4.3.1 Use of the University's marks and brands must fall within approved guidelines and policies as outlined in the University Branding Guide found on the UMAC website.

4.3.2 Official University Accounts may not use the University's name to promote any product/cause or place advertising of any kind on Social Media sites without the approval of UMAC.

4.3.3 Each Official University Account must include a link to the University Social Media Disclaimer webpage.

4.4 Content

4.4.1 Each Social Media Manager is responsible for monitoring the content on their Official University Account(s) and removing content that violates this policy. Social Media Managers are responsible and accountable for their own posts on Official University Accounts.

4.4.2 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), 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.

4.4.3 Social Media Managers should also be aware of NCAA rules governing interactions between the 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.

4.4.4 Social Media Managers should follow the 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 and Conditions) for each Social Media platform.

- 4.4.5 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.
- 4.4.6 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.
- 4.4.7 While 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.
- 4.4.8 Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited.

4.5 Consequences of Noncompliance with Policy and Guide

- 4.5.1 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.

V. References

- 5.1 [Copyright Act](#)
- 5.2 FERPA (The Family Education Rights and Privacy Act of 1974 (20 U.S.C. § 1232g; 34 CFR Part 99)99)
- 5.3 [HIPPA](#)
- 5.4 [NCAA Rules & Procedures](#)
- 5.5 [Policy 147: Media](#)
- 5.6 [Policy 206: Trademarks and Collegiate Licensing](#)

VI. Procedures

- 6.1 Forms
 - 6.1.1 Application to Register a Social Media Account found on UMAC

website

6.2 Guides

6.2.1 University Branding Guidebook found on UMAC website

6.2.2 University Social Media Guide found on UMAC website

VII. Addenda

7.1 [Social Media Disclaimer](#)

Policy Owner: Vice President Marketing and Communication
Policy Steward: Social Media and Digital Marketing Coordinator

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