ST. MARY'S UNIVERSITY
SOCIAL MEDIA POLICY

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ST. MARY'S UNIVERSITY

Office of University Communications
210-436-3327
www.stmarytx.edu/socialmedia

St. Mary's University Social Media Policy

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1. About St. Mary's University Social Media Policy

The St. Mary's University Social Media Policy provides individuals, academic and administrative departments, offices and groups on campus with information, policies and guidelines related to the use of social media platforms.

For Registered Student Organizations (RSO) see **Section 8.**

In most cases, social media accounts registered in the name of the University and its various departments, offices and groups allow the transfer, replication and redistribution of information posted online by other users and the social media company. Adherence to these policies is intended to avoid copyright claims and other liabilities that might arise from the posting of inappropriate or unauthorized content.

These policies apply to faculty and staff members, as well as student employees, who engage in online conversations for work-related purposes, or who participate in social media as part of their job responsibilities.

These policies are intended to help University account holders minimize risk to the University while developing an effective social media presence that maximizes user engagement.

The University recognizes that technology and social media are ever-changing. This policy is intended as a guide and should be considered adaptable to changes and additions to social media platforms as appropriate.

2. Definitions

2.1. Social Media

"Social media" are web-based and mobile technologies that turn communication into interactive dialogues. Outlets within social media include, but are not limited to, online social networks such as Facebook, blogs, podcasts, discussion forums, RSS feeds, video sharing websites such as YouTube, interactive geolocation applications, groups (such as Yahoo Groups) and online collaborative information and publishing systems that are accessible to internal and external audiences (e.g., Wikis).

2.2. Platform

The term "platform" refers to the online forum, mechanism or tool through which users participate in social media. Facebook is an example of a social networking platform, and YouTube is an example of a video-sharing platform. Most platforms are owned by independent companies that regulate their use.

2.3. Terms of Use

Each platform's respective terms of service dictate the rules and guidelines for authorized use of that platform. Many companies that operate social media platforms specify that, by posting on their sites, the company is granted irrevocable, perpetual, non-exclusive license to use and distribute content for any purpose, commercial, noncommercial or otherwise.

3. Account Creation

3.1. Getting Started

Accounts made for a University department, office or program must be created by an authorized employee of the University. Accounts made for a recognized student organization must be created by a member of that group **(see Section 8).**

Contact the Office of University Communications when you plan to establish a social media presence on behalf of an official University entity. This policy is to ensure that all institutional social media sites coordinate with other St. Mary's University sites and their content. Following this policy is an important measure in order to comply with platforms' terms and conditions, and to enable the University to assess authorized accounts and platforms.

Any changes in the designated account administrator(s) should be promptly communicated to the Office of University Communications. You should make your supervisor AND a University Communications staff member co-admins of the account or provide the login information to those individuals, whichever applies to the platform.

If a University social media account was created prior to the enactment of these policies, please contact the University Communications to ensure the account complies with these policies and standards. The University Communications will need to have each account link, login information and administrator names on file. You can contact the Office of University Communications at 210-436-3327.

Social media accounts that fully comply with this Social Media Policy and guidelines will be officially recognized by the University and may be listed in the University's online Social Media Directory.

3.2. Responsibilities

Account holders must adhere to all applicable University policies for communications, privacy and civility outlined in the St. Mary's University Code of Business Conduct and the St. Mary's University Technology Use Policy. Contact Information Technology Services to review this policy.

4. Naming Conventions

Some social media platforms allow the creation of unique account names and web addresses. Naming a social media account properly is important in building the trust of users and developing a consistent, strong St. Mary's brand.

Use the following naming conventions:

4.1. Facebook, LinkedIn

[insert name] at St. Mary's University

Example: Office of University Communications at St. Mary's University

4.2. Twitter, Instagram, Pinterest

StMarys [Insert Name] or StMarysU [Insert Name] or StMU [Insert Name]

Example: StMarysAthletics or StMarysUMinistry or StMUAlumni
Please use a lowercase "t" in StMU.

NOTE: If accounts have already been created using another naming convention please contact the Office of University Communications, so that the proper naming conventions can be instituted.

5. Posting of Content

5.1. General Content Guidelines

Content should be posted with the understanding that it may be redistributed through the Internet and other media channels and may be viewed by the general public. Even if the content is deleted or modified, older versions may continue to exist online. Ensure that the content posted is consistent with the mission of the University and/or the purpose of the organization. Share only information that is appropriate for public viewing.

Social media platforms should not be used to post detailed policy, procedural information or other information that may change throughout the year, such as program admission criteria. Rather, users should be directed to official University websites, electronic resources or publications for such information.

Content directed at individual fans or page users should be written in a respectful manner. Content should never be written in a manner that can be interpreted as combative, demeaning, against the University's mission, or otherwise negative.

Content should not be posted if it depicts a dangerous activity unless discussed with and approved by appropriate University administrators. A legal disclaimer may be required for such posts.

Do not post content that shows (or may be perceived to show) someone getting hurt, attacked or humiliated; might be considered racist, sexist, bigoted or demeaning to a particular group of individuals; depicts activity that is (or may be perceived to be) illegal, such as drug use; or could otherwise show the account holder or the University in a negative light.

If controversial content is related to academic study, ensure that appropriate context and disclaimers are provided. Such as, the views expressed here are not necessarily the views of St. Mary's University.

Content should not be posted unless it is clearly suitable for the general public.

5.2. Confidential and Proprietary Information

Do not post confidential or proprietary information about St. Mary's University or its students, employees, alumni or donors. Employees must follow applicable federal requirements outlined in FERPA (Family Educational Rights and Privacy Act) and HIPAA (Health Insurance Portability and Accountability Act), as well as National Collegiate Athletic Association (NCAA) regulations.

The University must have written permission from a student to release any information from a student's records.

Do not include personally identifiable information that can be used to locate any individual without that person's written permission. This information includes an individual's identification numbers, such as Social Security numbers or student ID numbers, addresses and phone numbers (other than an authorized business address or business phone number).

Do not upload, post, transmit, share, store or otherwise make publicly available on a social media site any private information of any affiliated or unaffiliated third party, including addresses, phone numbers, email addresses, Social Security numbers, credit card numbers and other identifying information.

Do not use social media platforms to collect users' personal information, as most sites' terms and conditions, as well as state and federal law, impose significant restrictions.

Employees must not share confidential information and must abide by the rules outlined in the Confidential Information Clause under the University's Code of Business Conduct. For more information, contact the University's Department of Human Resources at 210-436-3725.

5.3 Use of Copyrighted or Proprietary Media

Rights and permissions must be secured before posting, sharing or distributing copyrighted materials, including but not limited to music, art, copyrighted photographs or texts, portions of copyrighted video, or information considered proprietary by a University partner, vendor, affiliate or contractor.

Secure written permission prior to using or incorporating any copyrighted or proprietary materials, except when such material is covered under Fair Use provisions. Fair Use allows for the use of copyrighted material if it meets some or all of the following requirements: is a work that is mostly factual; it is being used to serve a significantly different purpose than its original purpose, or it has been

changed significantly from its original appearance. You can learn more about Fair Use at http://www.copyright.gov/fls/fl102.html.

5.4 Use of Identifying Images

Do not post content that might be embarrassing to an individual or that could be construed or interpreted as placing an individual in a negative or false light.

Do not post content that might cause someone to believe that his or her name, image, likeness or other identifying aspect of his or her identity is being used for commercial purposes without permission.

Take special care when posting photographs of minors. Always make sure you have a parent's or guardian's permission.

5.5. Commercial Use, e.g., Sales of Merchandise

Endorsing commercial products or services is not permitted. The provision of online services or the sale of University publications, products or paraphernalia via e-commerce is permitted only in accordance with University policies and procedures outlined under the St. Mary's University Code of Business Conduct.

5.6. Political Campaigning

Because of the University's tax-exempt status, there are prohibitions (outlined in the St. Mary's University Code of Business Conduct) against using University resources to support or oppose individual candidates or parties in a political campaign.

5.7 Lobbying Activities

Because of the University's tax-exempt status, lobbying activities are restricted. Use of University resources to conduct lobbying activities must be approved in advance by the University President.

5.8 Employees' Personal Social Media (from University Personnel Manual)

The University recognizes that employees occasionally may desire to use social media for personal activities at the office or by means of the University's computers, networks and other IT resources and communications systems. Such occasional use is permissible so long as it does not involve unprofessional or inappropriate content not otherwise protected or required by law and does not interfere with employment responsibilities or productivity of the employee. Circulating or posting commercial, personal, religious or political solicitations, chain letters, spam or promotion of outside organizations unrelated to University business is also prohibited unless otherwise protected or required by law.

Unless specifically authorized in writing by the President of the University, employees may not speak on behalf of, or claim to represent, the University in an official capacity on a blog, message board or other social media website. Further, employees are prohibited from using social media to engage in unlawful harassment or discrimination or to violate any other University policy. This policy is not intended to

preclude or dissuade discussion among employees about wages, terms and conditions of employment, or other legally protected or required activities.

Employee use of social media accessed through the University's computers, networks and other Information Technology (IT) resources and communications systems may be monitored at any time. Employees should not expect privacy with respect to any of their activities using University computers, networks and other IT resources and communications systems. The University reserves the right to review any files, messages or communications stored on, created, received or sent using the University's computers, networks and other IT resources and communications systems. Employees should not use the University's IT resources and communications systems for any matter that they desire to be kept private or confidential from the University.
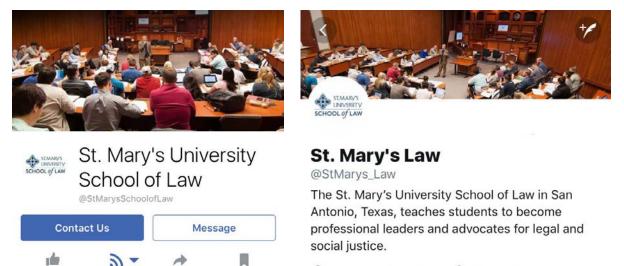
Employees who violate this policy may be subject to discipline, up to and including dismissal from employment.

6. Graphic Standards

During the creation process of any social media profile on any platform, the graphic standards will be discussed with each administrator by University Communications to ensure that the University's official name, logo and colors are used in accordance with University policy.

6.1 Examples of Graphic Standards

Consistent formatting of profile imaging unifies standards across all accounts and makes official University accounts easily recognizable. Utilizing these graphic standards, administrators can make their accounts more effective by adopting St. Mary's branding. Please see the examples below.

The Office of University Communications can provide a branded profile image for you to upload. You're free to use an image of your choosing as the horizontal cover photo, provided it complies with all University policies and you have rights to use it. Call the office at 210-436-3327 to request a profile image for your group.

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7. Moderating Comments

University social media efforts should encourage fans, followers, and friends to share their thoughts with one another by commenting on stories, videos, links, posts, etc. on each respective social media site within the following guidelines, which should be prominently displayed on the social media site:

> "*DEPARTMENT, OFFICE OR ORGANIZATION NAME*" at St. Mary's University encourages participation and interaction. This profile serves as a forum for discussions about University-related topics and interactions among people with an interest in our school. We hope to provide a forum for dialogue among the many diverse voices of our University, and we encourage comments about the content you find here.
>
> However, "*DEPARTMENT, OFFICE OR ORGANIZATION NAME*" reserve the right, to remove posts containing personal attacks, profanity, nudity, hate speech or illegal material, advertisements unrelated to University activities, conflict with the mission of the University, political campaign activities, lobbying activities, or any post at our discretion. Posts also may not promote commercial entities outside of the University or solicit funds.
>
> "*DEPARTMENT, OFFICE OR ORGANIZATION NAME*" at St. Mary's does not guarantee the accuracy of posts by non-St. Mary's representatives, nor does it endorse the opinions of these individuals.
>
> At times, St. Mary's may post copyrighted material; all University content is the property of St. Mary's and subject to copyright laws."

Contact the Office of University Communications for guidance on where these guidelines should be posted.

8. Registered Student Organizations (RSOs)

8.1. Benefit to RSOs

The purpose of the St. Mary's Social Media Policy is to develop and maintain a reputation for the University's social media presence as an important forum for conversations about a range of issues; to enhance the student's educational experience; to use social media as an integral part of an overall communications strategy to maintain and increase the prominence of St. Mary's University programs, initiatives and members of its community; and to engage a full range of constituencies in new and flexible ways. By using the specific naming conventions, graphic standards, marketing tactics and compliance with the platform's terms and conditions, all RSOs that choose to promote their organization on a social media platform will benefit from the consistent branding that this policy advocates.

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8.2 Getting Started

Accounts made for a registered student organization must be created by a member of that group.

Contact the Office of Student Life before establishing a social media presence on behalf of a RSO. The Office of University Communications will need to have each account link and all administrator names on file. This policy ensures that all institutional social media sites coordinate with other St. Mary's University sites and their content. Following this policy is important in complying with platforms' terms and conditions. Any changes in the designated account administrator(s) should be promptly communicated to the Office of University Communications and the Office of Student Life.

If a RSO social media account was created before the enactment of these policies, please contact the Office of University Communications at 210-436-3327 to ensure the account complies with policies and standards.

8.3. Responsibilities

Account holders must adhere to all applicable University policies for communications, privacy and civility outlined in the St. Mary's University Code of Business Conduct and the St. Mary's University Technology Use Policy, the Student Code of Conduct and the Student Handbook.

8.4. Political Campaigning and Lobbying Activities

Registered student organizations have the right to express their political views within their organizations (i.e. Young Republicans or Young Democrats). Please visibly place the following disclaimer visible on each platform representing a RSO.

"The views expressed here are not necessarily the views of St. Mary's University."

For questions about this policy, contact the Office of University Communications at 210-436-3327.

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