

Social Media Policy

Abstract: This policy covers all social media pages identified as representing any official aspect of Stetson University and is intended to define governance and standards of operation.

Introduction and Definitions

Stetson University encourages the use of social media as a way to communicate and connect with the Stetson community, including alumni, faculty, parents, staff, students, university supporters and more.

Social media at Stetson University includes, but is not limited to, networks and pages such as Blogs, Facebook, Flickr, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, YouTube and other online media accessible to both internal and external audiences.

All social media accounts affiliated with Stetson University are required to remain consistent with the university's mission and values. The intended purpose of each account should be to positively promote a Stetson University department, office, program, team, club or organization and the events and news pertaining to it. Faculty, staff and students using a social media account, known as social administrators, are expected to uphold the university's reputation and ensure all content is related to the university and does not contain any offensive, suggestive or accusatory material.

Stetson University's social media documents are designed to provide information about the use of social media in an official capacity by departments, offices, programs, teams, clubs, organizations and the individuals representing them. These policies apply to all Stetson University faculty, staff and students who engage in social media on behalf of Stetson University or for official university purposes and are formulated to help account holders develop an effective social media presence.

Starting a Social Media Account

1. All new Stetson University social media accounts must submit the *Request for a Stetson University Social Media Account* form. Upon submission, the social media team will review your request and follow up with any questions. Each account must have **at least two social administrators** responsible for the account. Student-run accounts **must** have a faculty or staff member as one social administrator. *Note: we are not accepting requests for Flickr, LinkedIn or Pinterest accounts.*
2. All new Stetson University social media accounts must adopt the Stetson University Social Media Official Status Requirements. These requirements include items such as naming conventions per platform and contact information and profile image guidelines.
3. The social administrators will manage the day-to-day operations and communications of the page. This includes posting on a regular basis along with monitoring and responding to user-generated comments and messages. Each social administrator should be familiar with the requested platforms, if not, they must be willing to educate themselves by actively using it.
4. All accounts must have co-administrator, or a primary administrator and a backup administrator in case of emergency. The account's authorized social administrators must maintain the security of account passwords and identification. These individuals are responsible for the use of the accounts, login information and the actions that take place using the account. A student should not be named as the primary administrator unless the account is at the student level, i.e., if it is for a student organization. All student-run accounts **must** have a faculty or staff member as one of the social administrators.

5. A non-personal Stetson University email address (ex: socialmedia@stetson.edu) should be used to create a Stetson University social media account. This is so the account oversight can easily be transferred should the initial administrator no longer be able to maintain the page.
6. Account passwords should **never** be shared outside of the social administrators. When updating a password, all social administrators on the account must be aware of the change.
7. The Social Media Manager maintains a master list of all university social media pages, their administrators and administrators' contact information. This information is collected from the *Request for a Stetson University Social Media Account* form. For accounts created prior to October 2018, this information has been gathered through outreach and will continue to be gathered.
8. The Social Media Manager must have administrative access to all official university administrative-office social media pages. Primary posting responsibilities remain with the original department, and the Social Media Manager will not change, edit or remove posts except in case of a flagrant violation of official posting guidelines or in an emergency situation.

Responsible Use

1. Material published on any university social media page is subject to policies outlined in the Stetson University policies and documents, including, but not limited to, the Stetson University Social Media Policy, the Stetson University Web Policy, the Stetson University Editorial Style Guide, student handbooks and any other applicable policy or document of the university. In general, anything that would be deemed a violation of policies in a face-to-face or phone communication would likely be considered a violation of policies within social media.
2. In the event of an emergency situation on campus, the Stetson University Emergency Management Team will use the official [StetsonU Facebook](#) and [StetsonU Twitter](#) to provide updates. All Stetson University social media accounts must defer to the university's authorized emergency communication social media and must refer followers and questions to those official pages. No pages should attempt to provide information about the situation.
3. Users must obey all laws and be aware that HIPAA (Health Insurance Portability and Accountability Act, which protects personal health information), FERPA (Family Education Rights and Privacy Act, which protects the rights of students), NCAA (National Collegiate Athletic Association, regarding student athletics) and other confidentiality rules all apply in social media. Users who violate laws may be subject to legal and disciplinary action in accordance with the Stetson University policy.
4. Users must always be aware of accessibility needs, including but not limited to, closed-captioning of videos and ALT descriptions of photos.
5. It is important to note that in most if not all cases, social media terms of use for accounts - including those that carry the official Stetson University name - allow the transfer, copying and redistribution of information posted online by other users and by the social media platform company. Users should refer to each specific social media platform's terms of use to become aware of page policies, and should become familiar with the meaning of copyright. One reference is the U.S. Copyright Office's website at: <http://www.copyright.gov>.
6. Pages should be maintained and updated regularly. The Stetson University Social Media Manager will notify administrators of an inactive page after a period of six months of inactivity. If a page remains inactive for more than nine months, action will be taken to disable the page, unless a specific exemption is granted.

Posting of Content

1. All content should positively promote Stetson University and further our mission and values. Content should uphold the university's reputation and be related to the university.
2. Content should be posted with the understanding that it may be redistributed through the Internet and other media pages and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Share only appropriate public information.
3. Information contained within a personal email, regardless of the sender, may not be intended for public consumption and should be reviewed with the sender before posting on social media.
4. Do not post content that is offensive, suggestive or accusatory. This includes, but not is not limited to, content that is racist, sexist, abusive, profane, violent, obscene or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, threatens or makes ad hominem attacks on Stetson University students, employees, alumni, guests, other individuals and/or the university. Do not post anything that shows (or may be perceived to show) someone getting hurt, attacked or humiliated; that might be considered demeaning to a particular group of individuals; that depicts activity that is (or may be perceived to be) illegal, such as drug use; or that could otherwise show Stetson University in a negative light.
5. Due to Stetson University's nonprofit status, the support or endorsement of individual candidates or parties in political campaigns is prohibited, as is the endorsement of commercial products or services.
6. Page administrators should not post under their own name on accounts they oversee. For example, Jane Doe, administrator for StetsonU on Facebook, should not appear as herself making comments on the university's behalf on the page, but instead should appear as StetsonU. This both maintains the privacy of individuals who are speaking as the university, and preserves and maintains the consistency of the university's brand voice. Exceptions to this rule include emergencies, and uses by public figures such as university president Dr. Chris F. Roellke, deans, recruiters and athletics coaches. In the case of public figures, professional social media accounts should be maintained separately from personal social media accounts.
7. On platforms that allow the use of disclaimers, users must include posting guidelines such as those on the [Stetson University Facebook page](#). Additionally, Stetson University has established a User Content Disclaimer (see below) that may aid administrators in setting ground rules for interactions on official Stetson University social media pages. The statement establishes standards by which accounts may encourage community participation while preserving the right to remove content that violates the provider's terms of service, applicable laws and Stetson University policies. This disclaimer is available for use for all university social media accounts.

Removal of Content

1. The Social Media team reserves the right to remove any unapproved tagged content using the official @stetsonu, @stetsonuniv or @stetsonuniversity tags. Tags are able to be removed or hidden from the official Stetson University social media pages for a number of reasons, including but not limited to posts that are racist, sexist, abusive, profane, violent, obscene or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, threatens or makes ad hominem attacks on Stetson University students, employees, alumni, guests, other individuals and/or the university. Other reasons include posts that shows (or may be perceived to show) someone getting hurt, attacked or humiliated; that might be considered demeaning to a particular group of individuals; that depicts activity that is (or may be perceived to be) illegal, such as drug use; or that could otherwise show Stetson University in a negative light.

2. The Social Media team reserves the right to hide or remove any comments on the official Stetson University social media pages for a number of reasons. These reasons include but are not limited to, any comment that is racist, sexist, abusive, profane, violent, obscene or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, threatens or makes ad hominem attacks on Stetson University students, employees, alumni, guests, other individuals and/or the university. Additional reasons would be any comment that mentions getting hurt, attacked or humiliated; that might be considered demeaning to a particular group of individuals; writing of activity that is (or may be perceived to be) illegal, such as drug use; or that could otherwise show Stetson University in a negative light.
3. The Social Media team reserves the right to stop and remove any advertising bearing the Stetson University name for a number of reasons. These reasons include but are not limited to, any comment that is racist, sexist, abusive, profane, violent, obscene or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, threatens or makes ad hominem attacks on Stetson University students, employees, alumni, guests, other individuals and/or the university. Other reasons include advertising that shows (or may be perceived to show) someone getting hurt, attacked or humiliated; that might be considered demeaning to a particular group of individuals; that depicts activity that is (or may be perceived to be) illegal, such as drug use; or that could otherwise show Stetson University in a negative light.

See Stetson University's Social Media Guidelines and the [Social Media](#) section of the Stetson website for additional information and tips on when and how to use various social media platforms. If you have any questions or concerns, please email our Social Media Manager at socialmedia@stetson.edu.

User Content Disclaimer

The following statement may be used to support Stetson University's official institutional social media pages, and is available for use by any official representative on university-related social media pages:

Stetson University welcomes contributions from the community on its official social media pages. User-generated content on Stetson University social media pages does not necessarily reflect the views or opinions of Stetson University and such content is not screened or approved by Stetson University before it is posted.

Stetson University abides by social media platforms' terms of use and encourages all users to do the same. All users are expected to abide by any and all applicable laws and by Stetson University policies. Stetson University reserves the right – but assumes no obligation – to remove any content that is deemed inappropriate by the standards set by each third-party provider, as well as content that is unlawful, racist, sexist, abusive, profane, violent, obscene, or spam; contains falsehoods; is off-topic or repetitive; or that libels, incites, threatens or makes ad hominem attacks on Stetson University students, employees, guests, or other individuals. Stetson University also does not permit messages promoting commercial, political or other ventures or efforts. Visitors must respect the intellectual property rights of other individuals and organizations. Removal of any content by Stetson University can be without warning or notification. Content is not monitored or moderated on a continual basis, but may be removed for the reasons stated here at any time. Anyone wishing to report inappropriate content may email socialmedia@stetson.edu for review.

Stetson University appreciates the contributions of all members of its online community, and encourages open discussion and the exchange of ideas in a way that adds value to all users.