

	Florida Gulf Coast University Policy Manual	Policy: # 5.001
	Social Media	Responsible Executive: Vice President for University Advancement Responsible Office: Office of University Marketing & Communications

I. POLICY STATEMENT

Social media is a highly visible and useful means of promoting and disseminating the University's identity and mission to the community at-large. Social media sites collectively contribute an increasing role in communicating with members of the University community to build awareness, interest and engagement across diverse audiences. At FGCU, social media is part of the student experience. Additionally, we encourage all students, faculty and staff to embrace social media as an easily accessible channel for enriching communications and engagement. Great care and professionalism is critical in social media communications.

II. REASON FOR POLICY

This Policy will provide direction to all University departments in the creation and use of social media accounts, profiles, and sites on behalf of the University.

III. APPLICABILITY AND/OR ACCOUNTABILITY

This policy is applicable to all faculty, staff, and students who, on behalf of the University and in any capacity, post on social media sites on behalf of the University in any capacity.

IV. DEFINITION OF TERMS

- A. *Social Media Site (Site)*: A third-party Internet site that allows individuals to communicate in an interactive or interpersonal web-based manner.
- B. *Social Media Site Account (Account)*: An established relationship between the user and a Social Media Site that requires registration with the Site prior to activation.
- C. *Social Media Site Administrator (Administrator)*: A University employee whose responsibility is to maintain a University registered Social Media Site.
- D. *Social Media Posting (Posting)*: Any comment, post, share, retweet, direct message, blog or journal entry, or any other interpersonal interaction on a Social Media Site.

V. PROCEDURES

A. Creating and Operating a University-Sponsored Social Media Site Account.

1. Obtain approval of department or unit head to create and operate Social Media Site Account or website.
2. Register with FGCU University Marketing and Communications (formerly Community Relations & Marketing Department) at socialmedia@fgcu.edu so that the department's account can be included on the listing of University-sponsored Social Media Sites. Please add an administrator account using socialmedia@fgcu.edu for all new social media sites/accounts, whenever possible.
3. Identify at least one (preferably two) department employees who will act as a Social Media Site Administrator to operate the Social Media Site Account. A replacement will need to be named upon the departure of the Administrator. This Administrator will be the contact person to address issues about the Account or Postings on the Account. The administrator of any social media site/account will be required to join the FGCU Social Media Group on Facebook.
4. Review the University Technology Use Policy to ensure that the Account is administered on University computer equipment consistent with the policy and that Postings are not for commercial use or personal gain.
5. Review the Terms of Service for each Social Media Site for its guidelines on Postings. Many social media sites require an individual's name rather than a department/University name to establish a profile. (Creating the profile with a department name puts the account at risk of being locked by the site).
6. Social media has far-reaching opportunities and impacts in college recruiting and athletics. All faculty, staff and students posting in any capacity for the University must abide by NCAA regulations when communicating on social media platforms. All University representatives must refrain from contacting or friending prospective student athletes on social media until after the prospective student athlete has signed a formal letter of intent with FGCU.
7. Profanity or inappropriate slang is to be avoided at all times. When possible, profanity filters within the social media account should be activated so users or visitors are protected.
8. The University reserves the right to delete or hide any post that is considered derogatory or inflammatory on any University sponsored Social Media Site consistent with that site's terms of service.

B. Public records retention requirements apply to the contents of University social media accounts.

C. Posting on University-sponsored Accounts or on another website on behalf of University

1. Postings should focus on information about the University and its events and activities.
2. Postings must comply with or protect:
 - a) Intellectual property rights including copyright and trademark laws;
 - b) The FERPA rights of students;
 - c) The NCAA by-laws;
 - d) The HIPAA record privacy requirements of all persons;
 - e) Public records and meetings laws; and
 - f) Employment and discrimination laws.

D. Non-University Social Media Sites and Postings on Social Media Sites

1. Use of University logos must be consistent with the University Visual Identity Guidelines and may not be used without permission of FGCU University Marketing and Communications.
2. Consideration shall be given to using the following message when posting on personal websites or include in a Posting when discussing University activities:

“The opinions expressed in this posting are my own and do not represent those of Florida Gulf Coast University.”

E. Social Media Site Interactions among University Employees and Students

The University recognizes that interactions on Social Media Sites may be integral to student educational and extra-curricular activities. University employees are strongly encouraged to use discretion when interacting on Social Media Sites with students, as well as with subordinates and coworkers, as personal information not related to educational activities or job performance could be viewed.

F. Photography for use on Social Media Account/Postings

1. Photography and videography are substantial components of Social Media and it is highly recommended that at a minimum, verbal permission be granted by individuals in any photo prior to posting.
2. Students photographed in a classroom must complete a photo release form that is available from FGCU University Marketing and Communications prior to posting.
3. Photographs of student athletes in, or on their field of play may be used on official University Social Media Site posts as long as there is no commercial purpose or endorsement.
4. Please be aware that by posting photos, video, or other content to Social Media Sites, you are almost always releasing ownership rights to, and control of, that content. Therefore, never use a restricted-use photo on third-party sites.

G. Social Media Sites and Prospective University Employees

The University shall not request User names, passwords, or other account information from prospective employees. The University may only review Social Media Site information on prospective employees that is available for public viewing. Prospective employees may be informed of this Policy.

VI. HISTORY

New 03/02/2016

APPROVED



President

March 2, 2016
Date