



GUIDELINES

Practice	Social Media Guidelines	Document No	
Section	Marketing - Digital	Approval Date	April 26, 2018
Approved By	Executive Staff and the President	Revision Date	

SUMMARY

Park University (“University”) encourages the use of social media to connect with others, including students, employees, alumni, fans, and friends. Social media sites are great for communicating and encouraging discussions about the University’s current events, issues, honors, associations, and people. However, there are information security and privacy risks as well as ethical, professional, legal, technological, personnel, and interpersonal issues associated with the use of social networking.

These guidelines define the procedures for the use of University Social Media Sites to ensure that university-sponsored social media is both legal and in compliance with the University’s Core Values, policies, and state and federal laws. These guidelines also help to ensure that the University’s efforts in social media communications are as consistent as possible. The University’s ultimate goal is to be aware of the general opinion towards the University’s reputation and brand, and aim to positively influence it.

RESPONSIBILITY

The Marketing Department and the Office of General Counsel are responsible for implementation and oversight of these guidelines.

The University’s Executive Staff and the Director of Marketing are responsible, collectively, for making exceptions to and revising these guidelines.

DEFINITIONS AND PROCEDURES

Social Media refers to the means of interactions in which people create, share, and/or exchange information and ideas in virtual communities and networks via video, audio, text or multimedia. Popular social media sites include, but are not limited to, Facebook, Twitter, Pinterest, Instagram, Google Plus, LinkedIn, YouTube, and Snapchat.

Copyright is a form of intellectual property law that gives the creator of a literary, artistic, musical, or other creative work the sole right to publish and sell that work. A copyright does not protect facts, ideas, systems or methods of operation – only the way these are expressed e.g., books, stories, poems, computer programs, music and lyrics, pictorial and graphic works, and sound recordings.

University Social Media Site is a social media site representing a University department, location, or program. **Any other social media site, such as an employee’s personal social media page, is NOT subject to these guidelines.** All University employees are expected to follow the University’s Core Values and Employee Handbook regarding appropriate social media use.

Employee Use.



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When using social media as a part of an employee's official duties, and/or when displaying oneself in social media settings as a University representative, employees must comply with applicable University policies governing employee behavior and acceptable use of electronic and information resources.

The Marketing Department must be added as an administrator to any account of a University Social Media Site.

Branding.

All University Social Media Sites must comply with any approved applicable University branding standards. The Marketing Department can offer guidance about how to properly use names and logos to resolve branding and copyright or trademark issues. Before a University Social Media Site is launched, it is encouraged to consult with appropriate departmental leadership or the Marketing Department regarding compliance with these guidelines.

Best Practices for Social Media Use.

Be thoughtful about posts. There is no expectation of privacy when using social media. Consider what could happen if a post becomes widely known, or "viral," and how that may reflect on the University. Search engines can uncover posts years after creation and comments can be forwarded or copied. If unsure about posting something or responding to a comment, seek advice from appropriate departmental leadership or the Marketing Department.

A presence in the social media arena easily can be made available to the general public. This includes prospective students, current students, current employees, and peers. Please consider this before publishing anything to ensure the post will not alienate, harm, or provoke any of these groups. If an audience member posts a comment to a University Social Media Site that is angering or upsetting, provide time to cool down before responding.

Be aware of world events. For example, do not post or tweet a cheery image in the immediate aftermath of a mass shooting or terrorist attack. If there are tweets or posts scheduled and such an event occurs to impact those tweets or posts, consider immediately rescheduling them.

Strive for accuracy. Ensure all facts are accurate before posting them on University Social Media Sites. Also, review all content for grammatical and spelling errors.

All should be mindful of the University's Mission and Values. Again, do not post any material that is obscene, defamatory, profane, threatening, harassing, abusive, hateful, or embarrassing to another person or entity. Individuals may be held personally liable for posting such material.

Photo Release.

Photos taken in public places, for purposes of news or general information, do not require photo releases. Photos used to advertise University products or services may not require releases when the focus of the photo is a location or event, not a person.

When an individual's face is featured in such a way as to be clearly recognizable, and appears to endorse the University's programs, the best practice is to obtain a signed release.



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Any advertising use of images that include minor children, or hospital patients, require a signed photo release. If a release and other identifying information is not available, include "photo illustration" in a caption or credit, to be clear that the individual is shown for illustrative purposes only.

Compliance.

All official University Social Media Sites must adhere to state and federal laws and regulations, and University policies. Only public information may be posted on University Social Media Sites. University Social Media Sites must not contain sensitive personal information as defined in RSMo. § 407.1500(1)(9), or other confidential information as defined by the Family Educational Rights and Privacy Act, Health Insurance Portability and Accountability Act, and National Collegiate Athletic Association Regulations, as applicable. Any sensitive personal information or other confidential information posted on any University Social Media Sites will be removed as soon as practically possible upon discovery.

The University is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, the University will not tolerate any activity or posting on any University Social Media Site that loses First Amendment protection, such as any language that is illegal, obscene, defamatory, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, harassing, abusive, hateful, or embarrassing to any person or entity, or otherwise injurious or objectionable. The University reserves the right to remove any such posting without notice and to refer social media activity to the applicable social media platform and/or appropriate authorities for action.

The University representatives may not engage in actions that constitute discrimination, sexual harassment, retaliation, and disparagement on the basis of protected categories, such as race, color, sex, age, sexual orientation, and disability.

The University does not prescreen social media content, but it has the right to remove, in its sole discretion, any content that it considers in violation of these guidelines. The University does not endorse or take responsibility for content posted by third parties.

All University employees that violate these guidelines do so at the risk of University disciplinary action up to, and including, separation from the University, as well as personal liability in a potential lawsuit.

Contact Information.

The University encourages the use of social media. For answers to questions or for advice, please do not hesitate to contact the Marketing Department at marketing.support@park.edu.

Consultation and Approval:

Unit/Group and Representative	Action	Date
The Marketing Department	Recommended	08/15/2017
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External Relations (Erik Bergrud)	Approved	11/26/2017
Human Resources (Roger Dusing)	Reviewed	11/27/2017



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Faculty Senate	Discussion/informative	12/05/2017
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MATERIAL MODIFICATIONS
