Austin Peay State University

Social Media Policy

POLICIES

Issued: November 12, 2021

Responsible Official: Vice President for Legal Affairs and Organizational Strategy

Responsible Office: Public Relations and Marketing

Policy Statement

It is the policy of Austin Peay State University to ensure the University has systems in place to maintain, monitor and respond to social media accounts connected to the University to both promote and protect the University and its reputation.

Purpose

Social media has become a front door, as well as a critical communication tool for the University community. Social media outlets are highly effective sets of tools that can be used to promote ideas and innovation in unique ways and play a critical role in recruitment and retention of students, as well as maintain relationships with the University community.

Because social media outlets often have significant impact on the University and its affiliates, they also come with great power to promote or negatively impact the University community. The purpose of this policy is to ensure social media accounts affiliated with the University minimize risk and are utilized responsibly and effectively.

Procedures

Scope

This policy applies to all social media activities undertaken by APSU employees, students, or other University constituents on behalf of APSU, its colleges, departments, or registered student organizations on social media sites. Employees, third-party vendors/contractors, and students should ensure that their conduct, while using social media sites, complies with all APSU policies, not just this policy. Failure to comply with this policy may result in disciplinary action.

APSU Social Media Sites

A. Content Owners
Each site must have at least one (1) faculty or staff member responsible for its content (content owner). The site content owner must be clearly identified by name and title as the content owner of the site. At a minimum, the content owner for each site is responsible for the following:

   1. Ensuring that the social media site complies with APSU policy, state and federal law, as well as the rules or terms of use for the particular social media outlet.

   2. Monitoring and maintaining the content of the social media site to ensure that it is current and accurate.

   3. Obtaining the consent of all involved parties, as needed, for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork, and advertisements and maintaining documentation of that consent.

   4. Removing postings and comments that do not adhere to APSU's policies once such postings are brought to the attention of the content owner. The content owner does not have an affirmative duty to monitor the site for postings that violate APSU's policies.

B. APSU communication on social media sites.
Those operating APSU, faculty, staff, or student organization social media sites, and the content owners of those sites, have a duty to protect the interests of APSU, and its students and employees, while managing social media content on behalf of APSU. As a result, the following guidelines apply to all social networking activities undertaken on behalf of APSU:

   1. Postings by anyone representing APSU on a social media platform should reflect that the poster is acting in his/her status as a representative of APSU.

   2. Abide by the terms of service or other rules issued by the respective social media platform(s).

   3. Only public information may be posted on APSU social media sites. Do not post confidential or proprietary information about APSU, students, employees, or alumni. Anyone publishing comments and other information to social networks

must adhere to APSU's privacy and confidentiality policies and federal or other requirements (i.e. FERPA, HIPPA, NCAA regulations).

4. Adhere to the copyright and intellectual property rights of others and of APSU.

5. Protect APSU's institutional voice by remaining professional in tone and in good taste. No individual APSU department, employee, or student organization should depict its social media site as representing the University as a whole. Names, profile images, and posts should all clearly be linked to the particular department, program or student organization rather than to APSU as a whole.
This policy does not seek to limit discussions about controversial or offensive topics. It is expected, however, that all social media activity, even that which involves controversial subjects, will remain respectful and professional, and will not disrupt the educational or work environment at APSU.

6. Refrain from publishing disparaging remarks about co-workers, faculty, staff, students, or any other APSU constituents.

7. Use APSU's name, logos, or other University images in accordance with current University policies and standards and should not be used on personal social media sites or to endorse any non-University related and approved subjects including products, political goals, or personal values or beliefs.

8. APSU employees using a personal social media account as part of their official duties, or presenting themselves as a University representative speaking in an official capacity, must comply with applicable university rules and policies governing employee behavior and acceptable use of electronic information technology resources.

C. Third Parties on APSU social media sites.
APSU social networking sites may allow site visitors to post various forms of content on the page. At a minimum, the following guidelines will apply to all content posted by visitors to APSU social networking pages.

1. APSU is not responsible for comments or postings made by visitors to the page.

2. Comments from visitors express their personal opinions and do not necessarily reflect the opinions or policies of APSU.

3. Comments on any APSU site shall be respectful, civil, and in compliance with APSU's rules or policies, as well as the social networking site's terms of use and/or rules.

4. APSU reserves the right to remove any comments, posts, photos, links, profile pictures, user names, or page names at its discretion, without notice or explanation, if such are deemed contrary to APSU rules, policies or procedures. Comments that are libelous or offensive by the standards of our community, or racist or obscene, or that consist of "spam" advertisements or otherwise violate APSU regulations, may be removed. Content owners, however, assume no responsibility to monitor the APSU site for this purpose.

5. Sales of off-campus products or services, or messages that promote commercial, political, or other non-APSU affiliated ventures are prohibited.

6. While the University cannot control what private individuals post on University social pages when it comes to replies, like, reposts, etc., University employees choosing to post feedback on university social sites not maintained by the employee should consider the ramifications of posting. Using someone's likeness can be problematic no matter who posts the image if appropriate approval has not been obtained from the individual photographed or referenced. University employees should refer to the section A. 3. if considering posting images of individuals or university materials on a university site or non-university social media sites. Users shall not post images that might be embarrassing to an individual or that could be construed as placing an individual in a bad light. Images may not be posted that might cause someone to reasonably believe their likeness is being used for commercial purposes without permission. Images of health care patients and research subjects must never be used.

7. Students, faculty, staff, and other visitors to APSU-approved sites are subject to discipline and

revocation of posting privileges for actions that violate APSU rules, policies or procedures.

D. Accessibility
Social media sites must follow current web content accessibility guidelines (WCAG) found at https://www.w3.org/WAI/standards-guidelines/wcag/.

E. Password Management
Social media must follow Policy 4:039 Password Management.

Links

Social Media Best Practices	https://www.apsu.edu/social/
University Brand, Voice and Style	https://www.apsu.edu/identity/

Revision Dates

APSU Policy 7:012 – Issued: November 12, 2021

Subject Areas:

Academic	Finance	General	Human Resources	Information Technology	Student Affairs
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Approved

President: