

JACKSONVILLE STATE UNIVERSITY
Manual of Policies and Procedures

POLICY NO.: V:03

DATE: October 2019

REVIEW/REVISION DATES: October 2019, July 2020, September 2020

SUBJECT: Social Media Policy

APPROVED: Don C. Killingsworth, Jr., President

PURPOSE

Jacksonville State University embraces social media and values the role it plays in communicating information quickly and effectively. To assist those managing social media sites on behalf of JSU and to inform the campus community of the appropriate official use of social media when representing JSU, the university has adopted this social media policy.

Those maintaining or posting to social media sites on behalf of JSU must remember that in so doing they could be risking improper disclosure of confidential and proprietary information, as well as compromising the university's compliance with rules, regulations, and laws. This policy applies to employees or agents of the university using social media for official university communication. All social media accounts representing JSU schools, colleges, departments, programs, offices, or other units shall adhere to this policy.

This policy also provides guidelines to employees regarding personal use of social media.

JSU SOCIAL MEDIA POLICY

- Before establishing a social media profile on behalf of a JSU unit on any social networking site, written permission (email will suffice) must be received from the department chair or program director and the Dean of the School or the appropriate Vice President over the program area. Upon receiving the required permission, the social media profile must be registered with the JSU Office of Public Relations before launching the site.
- All JSU social media profiles shall have more than one content manager/administrator, each of whom must be a current university employee who understands and agrees to abide by this policy. Login credentials must be shared with the department chair, program director and with the Office of Public Relations to ensure continuity if, and when, the social media administrators vacate their positions.
- In the event the login credentials for a social media profile have been forgotten or lost, work to regain access or deleting of the page must occur before a new page is started. Duplicate pages representing the same unit are not permitted.
- Social media pages must adhere to the university's licensing and branding guidelines regarding logos and graphics. Refer to the JSU Style Guide.

- All online contests, auctions, and other fundraising campaigns – including those promoted or operated on social media – must be cleared by the JSU Legal Office and approved by JSU's Vice President for Advancement.
- Social media profiles must be updated regularly. Stagnant social media pages damage the university's image and weaken the page's ability to have content appear in users' feeds when posts are finally made.
- Each JSU unit must use its official university department logo as its social media profile image unless special permission is granted by the Office of Public Relations to use alternate images. Exceptions may be granted during special marketing campaigns within that college/department/unit or for an anniversary. See examples on Page 4.
- Any video produced for an official JSU social media account, including YouTube, must be approved by JSU Public Relations and JSU Marketing Services prior to release. All videos produced for athletics and sports programs must be approved by the Athletic Director and the Sports Information Director.
- The distribution of copyrighted online material such as photos, news articles, videos, etc. is strictly forbidden on JSU social media channels, unless the original copyright holder has granted written permission. When applicable, original sources should be credited. Redistribution of materials in the form of a shared link to the original source is acceptable. Any content shared via Creative Commons licensing should adhere to CC attribution guidelines.
- All photos acquired from the JSU photography database must provide photo credit to the photographer who took the image when posted on social media. The JSU Director of Photography can provide the name of the photographer.
- While engaging on social media on JSU's behalf, do not express political opinions or engage in political activities. Political opinions can only be expressed in one's private capacity on a personal social media account and, even then, the appearance that one is speaking or acting for JSU in political matters must be avoided.
- Posts that could be interpreted as a commercial endorsement of a person, business, or company are not allowed. If unsure, please check with the JSU Office of Public Relations.
- Content managers and administrators should use good judgment in posting content to JSU social media accounts. Content on JSU social media pages should not contain offensive or vulgar language or sexually suggestive content.
- JSU's internal operations and policies are not appropriate topics for online discussion. Likewise, confidential, or proprietary information shared with social media administrators in connection with their position at JSU, whether the university or a third party provided it, should not be disclosed on social media.
- All JSU social media pages must adhere to FERPA, HIPPA and other laws and regulations governing the protection of personal information.
- All JSU managed social media sites should meet JSU's web accessibility policy and comply with ADA obligations. Guidance on these issues, please contact University Web Services for guidance.
- All content posted on official university social media pages must comply with JSU's Title IX and Equal Opportunity policies. Content that shows someone getting hurt, attacked or humiliated, that is racist, bigoted or demeaning to an individual or a particular group of individuals, including bullying and personal attacks, or that depicts activity that is illegal, will not be tolerated.

GUIDELINES FOR INDIVIDUAL EMPLOYEE'S PERSONAL USE OF SOCIAL MEDIA

- The above guidelines do not apply to online activities by employees that are purely personal and in which the individuals do not identify themselves as a faculty or staff member of JSU. Faculty or staff members who utilize personal social media accounts for official business (i.e. communication with students, alumni or other constituents) should clearly identify themselves as a representative of JSU in such cases and know that all relevant JSU policies regarding social media, privacy and communication will apply.
- Employees are responsible for what they post on their own personal social media account. Unless an employee's job duties entail the use of their own person media account on behalf of JSU and such use is explicitly authorized in writing by a school dean or department head, an employee's personal use of social media shall be deemed not in furtherance of their responsibilities on behalf of JSU, and any postings from personal accounts shall not be considered a direct consequence of the discharge of his/her duties. Consequently, JSU will not be liable for and will not indemnify an employee for any liability that results from postings from personal social media accounts.
- Even when an employee is personally engaging on social media, a JSU affiliation on a social media profile could affect JSU. Identification of an affiliation with JSU in a profile or comments, will naturally cause affiliation with JSU. Always think before posting, be civil to others and do not post personal information about others without their permission. Additionally, include, where possible, a statement the social media profile that indicates the views expressed do not constitute official statements on behalf of JSU or represent the views of JSU as a whole.

Profile Image Examples

EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



RESOURCES

The **Social Media Specialist** in the Office of Public Relations provides assistance to JSU social media administrators. For guidance when establishing a JSU social media profile and social media plan, support troubleshooting issues, or any questions or concerns, contact JSU PR.

The **JSU Style Guide** outlines appropriate logo and branding usage:

<http://www.jsu.edu/marketing/services/styleguide/index.html>

JSU's main social media profiles are as follows:

- **Facebook:** <http://www.facebook.com/JacksonvilleStateUniversity>
- **Twitter:** <http://www.twitter.com/JSUNews>
- **Instagram:** <https://www.instagram.com/jacksonvillestateuniversity/>
- **YouTube:** <http://www.youtube.com/JacksonvilleStateU>
- **LinkedIn:** <http://www.linkedin.com/company/jacksonville-state-university>

RESPONSIBILITY

The policy is the responsibility of the Vice President for University Advancement.

EVALUATION

This policy will be reviewed by the Director of Public Relations at least every five (5) years.