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Area Office of the President

Social Media Policy

I. Policy Statement

The University of Tulsa ("TU" or "University") welcomes the ability to network with and engage students, alumni, faculty, staff, prospective students, parents, contractors/business partners and TU friends and fans through social media.

TU recognizes the importance of social media as a communication and educational tool and promotes the use of social media in accordance with this Policy, other applicable TU policies, procedures and guidelines and any agreements between TU and the student/employee.

II. Application

This policy applies social media accounts created and maintained by or on behalf of the University administration ("TU hosted/sponsored social media accounts") and does not include accounts clearly created by individuals, such as accounts for student organizations. Such accounts are authorized by the TU Office of Strategic Marketing and Communications ("MarComm") and are managed by University employees or students supervised by University employees ("Managers") on behalf of a TU department or unit.

III. Definitions

Social Media broadly refers to any interactive communication technologies that may be used by a university department or unit with the goal of establishing an ongoing positive conversation with the community and a dynamic and accessible web presence both internally and externally to TU. Common platforms covered under this policy include Facebook, X (Twitter), LinkedIn, Instagram, Reddit, Snapchat, YouTube, third party wikis, virtual worlds, department/organization blog hosting sites, TU listservs, and others.

IV. Policy and Procedures

A. Use of TU Hosted/Sponsored Social Media Platforms

TU strongly encourages the strategic integration of any digital media platform that can help achieve the objectives of TU and facilitate communication and educational objectives. TU's goal is to connect positively with the TU community and provide information about the University. TU encourages the expression of opinions and discussion of those topics which surround our great University. Users should respect the views of others, even if they disagree.

MarComm oversees and exercises general authority over content posted to the official social media account(s) of any TU department or unit. The University, through MarComm, reserves the right to monitor and moderate all content of TU Social Media accounts and users should have no expectation of privacy when using or interacting with such accounts. MarComm may remove any posting that violates any University policies, procedures or guidelines or applicable laws/regulations.

The opinions expressed by visitors on TU hosted/sponsored social media accounts are those of the person making the post; they do not necessarily reflect the opinions, policies or position of TU.

Content and/or images will be removed from TU hosted/sponsored social media accounts when such posts violate TU policies, procedures, or other guidelines such as the University's Student Code of Conduct, Non-Discrimination and Harassment Policy, Policy on Sexual Misconduct, guidelines regarding advertisements, political or fundraising solicitations, etc. or applicable laws/regulations. Examples of prohibited content/images include those that are:

- Obscene, pornographic, defamatory, racist, excessively violent, threatening, or are otherwise objectionable or injurious
- Personal attacks on other users, TU students/employees or the University
- Harassing, threatening, insulting, or defaming another person or entity
- Containing illegal activity
- Advertisements, political or fundraising solicitations, spam or copyright/trademark infringement
- Off-topic posts inappropriate for the forum

TU reserves the right, at its discretion, to remove any post or to revoke a user's privilege to post to TU hosted/sponsored social media platforms.

B. Operation of TU Hosted/Sponsored Social Media Accounts

In addition to the above, Managers of TU hosted/sponsored social media accounts are expected to:

- Comply with University policies, procedures, or other guidelines, including:
 - TU hosted/sponsored social media accounts may not be used to make

- comments that are obscene, pornographic, defamatory, racist, excessively violent, threatening, bullying or otherwise objectionable or injurious when such comments are counter to TU's Non-Discrimination Policy, Student Code of Conduct, Policy on Harassment, or other applicable policy;
- The use of TU logos, trade names, trademarks and/or copyrighted material are subject to the requirements set forth in TU's Graphic Style Guidelines.
- Comply with other applicable laws/regulations.
- Employees using social media are also expected to:
 - Post on social media in their official capacity as a TU employee only when authorized to do so;
 - Be clear that they represent TU when using social media as an employee of the University and working in an official capacity;
 - Respect TU confidential/protected information, including student, personnel and business information that is confidential/personal in nature and comply with applicable privacy laws such as the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA);
 - Respect third party brands, trademarks and copyrighted and/or confidential material when using social media as an employee of TU; and
 - Uphold the ethical and professional conduct standards of your profession.
- Students or employees who use personal social media accounts in association with or in reference to TU courses, University activities/affairs or other University events are considered the owners of such accounts and are individually responsible for the content found in such personal social media accounts. When using social media accounts in this manner, individuals must adhere to the following:
 - Keep personal social media accounts separate from TU hosted/sponsored social media accounts;
 - Avoid creating any impression that you are acting in an official capacity with TU or otherwise representing TU when using social media for private/personal matters and/or opinions; and
 - Consider using a disclaimer such as, "Views and opinions expressed are my own and do not reflect that of TU" when using social media for private/personal reasons and referencing TU matters.
- Be aware that personal liability can be incurred for content posted or maintained by individuals on social media

C. Managing TU Hosted/Sponsored Social Media Accounts

Managers of any TU hosted/sponsored social media account are responsible for understanding and following these TU social media standards. TU hosted/sponsored social media accounts are reviewed regularly by MarComm. Accounts failing to meet these standards will be removed. It is important to recognize that TU content can have far-reaching

consequences, potentially hurting the TU image and reputation, as well as those of individual colleagues, peers and others affiliated with TU.

Working with the Department of Strategic Marketing and Communication:

- To assist with social media management and business continuity, a MarComm representative must have administrative rights to the account.
- Content must adhere to TU brand guidelines, including, but not limited to, use of color, graphics, and logos.
- Content and images intended to endorse commercial products or services are not permitted under TU policy and will be removed.
- Content and images that violate any TU policies, procedures and guidelines or applicable laws/regulations will be removed.
- Content and images with profanity, offensive language or hate speech will be removed.
- Content and images that attack or threaten TU employees or students will be removed.
- MarComm must have the contact information of at least one of the account administrators. This ensures no content is published during a campus emergency.

We need your help to make TU's Social Media exciting, engaging, inclusive and strategic. If you are interested in improving your content, please reach out to Marketing and Communications. Let us help you best target your audience and use up-to-date Social Media marketing strategies. We appreciate your cooperation.

D. **Enforcement**

TU will act when it determines that Social Media use/postings violate TU policies, procedures and guidelines. Failure to comply with this Policy could put future participation on TU Social Media accounts at risk and/or may lead to disciplinary action pursuant to applicable TU policies, procedures and guidelines, **up to and including student dismissal or termination of employment.**

E. **Establishing an official TU Social Media Account**

TU representation on all social media platforms must be authorized through MarComm. Before a new TU account can be approved, these answers and items need to be provided in a report:

- What is the purpose of the social media account?
- Who is the audience?
- Is there enough content to post daily?
- Which social media platform(s) best suit the content and audience?
- Would this content be better served on any already existing TU hosted/sponsored social media accounts?

- Will there be enough people engaging with the content to maintain a social media account?
- One month's worth of editorial content needs to be included in the report. From event advertisements to news articles, provide the types of posts you expect to be publishing.

This Policy is subject to change at the discretion of TU. If you wish to report a concern, have any questions regarding this Policy or if you are interested in creating a TU hosted/sponsored Social Media account, contact news@utulsa.edu.

This policy is not a contract. The University of Tulsa reserves the right to modify, revise, rescind or grant exceptions to this policy.

Approval Signatures

Step Description	Approver	Date
Legal	Cheryl Dixon: General Counsel	08/2023
	Patricia Milford-Hoyt: VP Marketing and Communications	08/2023