

FLORIDA	OFFICIAL
POLYTECHNIC	UNIVERSITY
UNIVERSITY	POLICY

Subject/Title: Process for Registering a Recognized Social Media Account and Guidance on Use of a Recognized Social Media Account
FPU Policy Number: FPU-1.01215P
<input checked="" type="checkbox"/> New Policy <input type="checkbox"/> Major Revision of Policy <input type="checkbox"/> Minor Technical Revision of Policy
Date First Adopted: July 24, 2017
Date Revised:
Responsible Division/Department: Marketing & Communications
Initiating Authority: Vice President of Advancement

A. APPLICABILITY/ACCOUNTABILITY:

This policy is applicable to all Florida Polytechnic University (“University”) students, faculty or staff (“University Community”) seeking to have a Social Media presence under the University brand, whether the Social Media account is accessible by internal or external means. This policy does not apply to personal Social Media Accounts of University students, faculty or staff. University employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity or expressing the views of the University.

B. SOCIAL MEDIA POLICY STATEMENT:

Social media is an important medium for online communication and should be used to inform, educate, communicate, and promote the University to its internal and external constituents, including current and prospective students, faculty, staff, alumni, and the general public. This policy aims to protect and maintain the professional reputation of the University and its Board of Trustees.

This policy accomplishes these aims by requiring that any University Community member having a social media presence using the University Brand, request to be approved as a Recognized Social Media Account. When the request is approved and the account is included as a Recognized Social Media Account, the Account Administrator(s) must maintain the University Page in accordance with this policy, the Florida Polytechnic University Recognized Social Media Account Guidelines, and the Florida Polytechnic University Directives on Recognized Social Media Account Content. All Recognized Social Media Accounts are subject to periodic review by the University Office of Communications for adherence to applicable University policies and regulations.

The University supports the need for a strong presence on social media and encourages active participation from colleges, departments, clubs, organizations, staff, faculty and students. This policy ensures that any and all interactions under the University brand appropriately represent the University’s mission, vision, and best interests.

C. DEFINITIONS:

1. **Social Media:** any form of electronic communication through which users create online communities to share information, ideas, personal messages and other content (e.g., videos). Forms of social media include, but are not limited to Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube, Vimeo, Instagram, Snapchat and Periscope, as well as those not in existence at the time of the adoption of this policy.
2. **University Social Media Communications:** any comment, page, site or user account that uses the University's brand and/or represents the University or one of its colleges, departments, recognized student or employee groups, institutes, courses or other collective University entities on any Social Media Network.
3. **University Brand:** includes the University name, trademarks, seal, and logos, as well as key brand elements including signature colors, building renderings and official department logos.
4. **Recognized Social Media Account:** is a social media account that has met the requirements set forth in section D of this policy and has been approved by the Office of Communications.
5. **Account Administrator:** a person(s) with administrative responsibilities who has privileged access to add, remove, or update social media related content on a social media account in addition to access of the account credentials. An assigned Account Administrator holds responsibility of social media account management, and therefore, must act in the best interest of the University.
6. **Social Media Account:** is a representation and communication of a brand, organization, or entity through electronic online social interactions using a specific Social Media Network. Official Accounts will use approved University name, trademarks, seal, and logos, as well as key brand elements including signature colors, building renderings and official department logos.
7. **Social Media Network:** is the formal communication platform used to directly communicate and build relationships with online audiences. Popular networks include but are not limited to Facebook, Snapchat, Twitter, Instagram, YouTube, and LinkedIn.

Florida Polytechnic University social media networks include, but may not be limited to:

Facebook: www.facebook.com/FLPolyU

Twitter: <https://twitter.com/FLPolyU>

Instagram: <https://www.instagram.com/flpoly>

YouTube: <https://www.youtube.com/flpolyu>

Periscope: Florida Polytechnic University @FLPolyU

LinkedIn: [Florida Polytechnic University](https://www.linkedin.com/company/flpolytechnic)

Snapchat: FLPolyU

Pinterest: www.pinterest.com/flpolyu/

Flickr: <http://www.flickr.com/people/flpolytechnic/>

8. **Site/Page:** A social media "site" and/or "page" includes the current and archived content on a social media account. Through the direct use of a Social Media Network, all content produced and shared by a Social Media Account will live on a social "site" or "page".

D. PROCEDURES FOR BEING APPROVED AS A RECOGNIZED SOCIAL MEDIA ACCOUNT:

1. Requesting a Social Media Account for Recognition

Recognized Social Media Accounts are not permitted to be activated until the Social Media Coordinator or his/her designee reviews and the Vice President of Advancement or his/her designee approves the request.

Members of the University Community requesting a Recognized Social Media Account must first obtain approval and signature from the responsible Vice President for that department/unit or his/her designee. The approval form can be found on the University website at: fpoly.org/social-media.

Once prior approval and signature from the responsible Vice President or designee has been received a member of the University Community must make a request for a Recognized Social Media Account through the Florida Poly Marketing and Communications Department's helpdesk ticketing system.

Requests for Recognized Social Media Accounts: i.) must come directly from either the director of the department, the faculty/staff sponsor, or with the signature of the director or faculty/staff sponsor, and ii.) must include the title of the page, purpose of page, requested Account Administrators and goals of the group page(s).

All requests for Recognized Social Media Accounts must be reviewed by the Social Media Coordinator or his/her designee and approved by the Vice President of Advancement or his/her designee. The Social Media Coordinator or his/her designee will interact with the requesting department/unit as necessary during the review process.

Upon completion of the above requesting process, the Vice President of Advancement or his/her designee will either approve or deny the request. The University's Office of Communications, will publicly list all Recognized Social Media Accounts in the Florida Polytechnic University Social Media directory.

2. Maintaining a Recognized Social Media Account

All Recognized Social Media Accounts must have a minimum of two (2)¹ full-time University employees designated to serve as Account Administrator at all times to ensure adherence to this policy and its applicable guidelines and directives.

Prior to activation of the approved Social Media Account, the Account Administrators must meet with the Social Media Coordinator or his/her designee to undergo training for social media best practices, including but not limited to acceptable hashtag usage, social media tagging, account maintenance, data analysis, strategies for communication outreach and representation as a public government entity.

¹ Departments consisting of one employee are exempt from the requirement to have two Account Administrators. Instead for departments with one employee, the sole employee will act as the Account Administrator.

Account Administrators are responsible for monitoring the University Page for inappropriate use. Inappropriate, offensive, injurious, and illegal content must be removed by the Account Administrators or at the direction of the Office of Communications.

Account Administrators must maintain and keep the page/site current. Sites or Pages that are not current or in compliance with University policies may be subject to deactivation. It is recommended that Account Administrators maintain Pages on a daily basis. The Office of Communications must maintain specific University Pages representing the organization as a whole.

Account Administrators must grant administrator rights and provide account credentials to the Vice President of Advancement or his/her designee and Social Media Coordinator or his/her designee to allow for maintenance of a central archive of University accounts and to monitor Pages for inappropriate usage.

Account Administrators must maintain and the University Community must use Recognized Social Media Accounts in accordance with Florida Polytechnic University Recognized Social Media Account Guidelines and Florida Polytechnic University Directives on Recognized Social Media Account Content.

3. Changes in Account Administrators

All directors/sponsors must keep the Social Media Coordinator or his/her designee informed of changes in Account Administrators, including in the event that an Account Administrator leaves University employment, is reassigned to another department, etc.

Directors/sponsors are responsible for designating another individual to act as Account Administrator and to remove the former employee's administrative permissions to the Recognized Social Media Account.

E. POLICY VIOLATIONS:

Newly developed or existing social media accounts found to be in violation of this policy or University branding guidelines must be notified of the non-compliance by the Social Media Coordinator or his/her designee and/or the Vice President of Advancement or his/her designee and will be required to correct any deficiencies immediately. Failure to correct deficiencies immediately may result in removal of an Account Administrator in addition to possible account deactivation. Violations of this policy and/or other policies/regulations/directives referenced in this policy may result in employee or student discipline, and/or potential personal liability.

POLICY APPROVAL	
Policy No.: <u>FPU-1.01215P</u>	
<u>[Signature]</u>	<u>7-20-17</u>
Initiating Authority	Date
<u>[Signature]</u>	<u>7-24-17</u>
Policies & Procedures Committee Chair	Date
<u>[Signature]</u>	<u>7/24/17</u>
President/Designee	Date
Approved by FPU BOT, if required	
	Date

(Referenced in FPU-1.01215P)

**FLORIDA POLYTECHNIC UNIVERSITY DIRECTIVES ON
RECOGNIZED SOCIAL MEDIA ACCOUNT CONTENT:**

Posts and Other Content. Only the views expressed on official University social media accounts are those of the University. User provided content is not screened or evaluated during the submission process. Opinions expressed by others do not necessarily reflect the opinion of the University. All University social media accounts must include the following statements in the account description or biography, space permitting:

The Florida Polytechnic University [description of department/unit if applicable] intends to educate, inform, and provide updated information on [department's or University's] activities [or specify narrower focus] and to support and promote the [department's or University's] objectives for these activities through its social media site. All [department's or University's] comments are made by [department's or University's] designees. This site is not a public forum. Social media users may share ideas through commentary that is consistent with and furthers the objectives of a [department's or University's] post and the Florida Polytechnic University [department/unit if applicable] reserves the right to remove any comments that do not fall within this purpose.

By posting a comment on this social media site, users agree to follow the terms of use of the site, Florida laws, Federal laws, and Florida Polytechnic University regulations and policies, including but not limited to the University's Appropriate Use of IT Resources policy. The [department or University] reserves the right to remove from the site any comments that violate these requirements.

Please note: Content that is shared or posted may be subject to disclosure in the event a request is made pursuant to Florida's broad public records law.

Public Representation. To maintain proper representation of the University as well as the State University System, all University Social Media Accounts may not endorse a religious affiliation or political position representing Florida Poly, a public entity, and must remain neutral.

Use of University Name, Seal, and Logo. All policies, procedures and guidelines governing use of the University's names, trademarks, and logos apply equally to social media. The Office of Marketing & Communications can offer guidance about how to properly use names, logos, etc., to resolve branding and copyright/trademark issues. See *FPU-1.0132P Use of University Name and Logo*.

Confidential and Proprietary Information. Posting restricted, confidential or proprietary information about the University, its students or employees is strictly prohibited. Employees must follow applicable federal requirements such as the Family Education Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountability Act (HIPAA), and also adhere to applicable University privacy and confidentiality policies. Examples of confidential and proprietary information includes but is not limited to: social security numbers, certain financial information, employee or medical information, and other materials required by University agreement to be maintained confidentially.

Personal Use of University Social Media Accounts. Individuals may not portray themselves as acting on behalf of the University or present a Recognized Social Media Account as an official University account. University employees acting in an individual capacity on social media should exercise caution and, when appropriate, clearly communicate he or she is strictly acting in a personal capacity and is not expressing views or opinions that in a manner that is representative of the University.

Use of Identifying Images. It is the responsibility of each social media account administrator to obtain prior permission (i.e. waiver and release) to post, share, or distribute certain identifiable images of individuals as required. Distribution of such photographs or videos in conjunction with a University social media account must be authorized by Marketing & Communications.

Appropriate Use of IT Resources. Users of University computing resources should be aware that such use is not private and may be monitored in accordance with *FPU-11.0018P*
Appropriate Use of IT Resources. All Recognized Social Media Accounts are subject to review for adherence to this policy at any time.

Applicable Laws, Regulations, & Policies. All posted content must adhere to all applicable federal, state, and local laws including without limitation, those pertaining to sexual harassment, discrimination, copyright and intellectual property rights. Content posted to, messaged to, or appearing on social media accounts must be archived to comply with all applicable state law and University policies and regulations related to public records access, retention and disposition. All users must be mindful of existing University regulations and policies and are expected to exercise freedom of speech with responsibility. If activity on a social networking site is reported as violating University regulation or policy, it will be investigated and handled according to the applicable University process. *Regular review by the Account administrator is expected; failure to do so is not justification for noncompliance.*

Required Content. “About” content must be approved by the Office of Communications, specifically the Social Media Coordinator or his/her designee. The “About” content must include statements on the University’s position regarding obscene, vulgar or threatening content. *“The University will not remove user-posted content unless it is advertising (ie spam), obscene, vulgar or threatening.”* A permanent link to the main University website (www.flpoly.org) must be included on all University unit Pages. This also includes the creation of University group Pages.

The University does not prescreen posted content, but it must have the right to remove, in its sole discretion, any content that it considers to violate University rule, regulation, policy, or law. The University does not endorse or take responsibility for content posted by third parties.