

## SOCIAL MEDIA POLICY – EMPLOYEE USERS

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The Huntington University Social Media Policy is intended to guide University employee users in the use of social media for personal and University-related use, as well as to establish clear ground rules for creating and maintaining HU-related social media accounts. This Policy does not affect other Huntington University policies that might apply to use of social media, including but not limited to the Community Life Agreement and the Employee Handbook. If an employee's use of social media would violate any of the University's policies in another forum, it also violates them in an online forum.

HU uses a network of social media platforms, including Facebook, Twitter, LinkedIn, Instagram, YouTube, Discord, third-party wikis, department/organization blog hosting sites, etc. ("social media"), with the goal of establishing an ongoing positive conversation with the community and a dynamic and accessible web presence both internal and external to Huntington University. The term "social media" in this Policy is used broadly to include any interactive communication technologies that HU employees may use.

### **Establishing an Official HU Social Media Account**

HU representation on all social media platforms must be authorized through the Office of University Relations. Before a new HU account can be approved, these answers and items need to be provided in a report to the Office of University Relations (SocialMedia@huntington.edu):

- What is the purpose for 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 the main HU 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.

All HU social media accounts should have regular activity. The Office of University Relations reserves the right to delete or temporarily unpublish any account associated with Huntington University that is dormant (no posts and/or no activity) for 2+ months.

### **HU Social Media Users vs Social Media Managers**

A social media user is defined as someone who is affiliated with Huntington University but does not necessarily manage an account on the University's behalf. A social media manager is defined as someone who is managing a social media account on behalf of Huntington University. A social media manager is, by default, a social media user therefore all requirements for a social media user apply to a social media manager. However, a social media user is not necessarily a social media manager.

HU will act when it determines that social media use/postings violate HU policies, procedures, and guidelines. Failure to comply with this Policy could put future participation on HU social media accounts at risk and/or may lead to disciplinary action pursuant to applicable HU policies, procedures, and guidelines, **up to and**

**including employee dismissal or termination of employment.** This enforcement includes comments and images on both HU social media accounts and external social media accounts.

## **HU Social Media User**

Your personal social media accounts belong to you. However, as an employee of Huntington University, you are expected to adhere to the Huntington University Employee Handbook and to abide by all FERPA, HIPPA, and NAIA guidelines, rules, and restriction. Also, if you identify yourself on your social media account as a Huntington University employee (faculty, staff, adjunct, coach, etc.), it should be made clear on your account that any views expressed on your page are your own and not necessarily those of the University.

Additionally, the follow guidelines must be followed:

- Keep personal social media accounts separate from HU social media accounts
- Avoid creating any impression that you are acting in an official capacity with HU or otherwise representing HU when using social media for private/personal matters and/or opinions; consider using a disclaimer such as, “Views and opinions expressed are my own and do not reflect that of HU” when using social media for private/personal reasons and referencing HU matters
- Do not use Huntington University logos for endorsements or on personal accounts; do not use the University’s name or logo to promote a product, cause, political party, or political candidate
- Charitable contributions to or on behalf of the Huntington University Foundation or any other 501(c)(3) organization whose mission is to support Huntington University cannot be solicited, nor can they be accepted, unless approved in advance by the Office of Advancement
- Be aware that personal liability can be incurred for content posted or maintained by individuals on social media

As an employee of Huntington University, the expectation is that you will represent the University well in all areas of social media.

## **HU Social Media Managers**

HU requires the strategic integration of any digital media platform that can help achieve the objectives of HU and facilitate communication and educational objectives. HU’s Office of University Relations oversees HU’s presence on social media, and the Office of University Relations reserves the right to monitor and moderate all content of HU social media accounts. Managers should have no expectation of privacy when using or interacting with such accounts. HU also reserves the right to remove any posting that violates any University policies, procedures, or guidelines or applicable laws/regulations.

Content and/or images will be removed from HU’s social media accounts when such posts violate HU’s Community Life Agreement, Employee Handbook, guidelines regarding advertisements, political or fundraising solicitations, etc., or applicable laws/regulations, such as content/images that are:

- Obscene, pornographic, defamatory, racist, excessively violent, threatening, bullying or otherwise objectionable or injurious
- Personal attacks on other users, HU students/employees, or the University
- Harassing, threatening, insulting, defaming, or bullying another person or entity

- Containing illegal activity
- Advertisements, political or fundraising solicitations, spam, or copyright/trademark infringement
- Off-topic posts inappropriate for the forum

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

Additionally, employees who manage an HU social media account must

- Comply with University policies, procedures, or other guidelines; for instance, employees may not use social media to make comments that are obscene, pornographic, defamatory, racist, excessively violent, threatening, bullying, or otherwise objectionable or injurious when such comments are counter to the Community Life Agreement and the *Employee Handbook* or other University policies
- Comply with other applicable laws/regulations

Anyone who shares information that is publicly available on behalf of HU, including any HU department, program, instructor, or team/club/organization, is responsible for understanding and following these HU social media standards. HU social media accounts are reviewed regularly, and accounts that fail to meet these standards will be removed. It is important to recognize that HU content can have far-reaching consequences, potentially hurting the HU image and reputation, as well as those of your colleagues, peers, and others affiliated with HU.

Employees who manage an HU-related social media account are required to work with the Office of University Relations in the following capacities:

- To assist with social media management and business continuity, a representative of the Office of University Relations must have administrative rights to the account
- Content must adhere to HU 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 HU policy and will be removed
- Content and images that violate any HU 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 HU employees or students will be removed
- HU must have the contact information of one of the HU social media account administrators; this ensures no content is published during a campus emergency
- When passwords change, the Office of University Relations must be made aware ([SocialMedia@huntington.edu](mailto:SocialMedia@huntington.edu)) within 24 hours

Please go online to [www.huntington.edu/SocialMediaSignature](http://www.huntington.edu/SocialMediaSignature) to sign this policy. All employees are required to sign this policy acknowledging that you have read and understand the policy.