POLICIES OF COLORADO STATE UNIVERSITY-PUEBLO

UNIVERSITY POLICY

Policy Title: **Social Media**	Policy ID #: 13.03.00 Category: 2. Administration Policy Owner: Vice President of Enrollment Management and Extended Studies
☒ Draft ☐ Final	Effective Date:
☒ New Policy ☐ Revision of Existing Policy	Contact(s): Department of Marketing, Communications & Community Relations 719-549-2810

POLICY PURPOSE:

The use of Social Media is increasingly common for university departments, students, faculty and other employees, and these communication tools have the potential to create a significant impact on organizational and professional reputations. The purposes of this policy are: to ensure that Social Media interactions on behalf of CSU Pueblo are conducive to the mission of the University; to help Social Media Users properly portray, promote, and protect the institution; and to assist CSU Pueblo entities in creating and managing their Social Media Accounts on behalf of, or representing, the University or any of its departments or programs.

POLICY APPLIES TO (Persons affected by):

This policy applies to all persons using Social Media Accounts created by university employees and agents for the official business purposes of the University and its constituent departments, including Colorado State University Pueblo faculty, staff, student employees or students. This policy does not apply to the use of private Social Media Accounts; however, other CSU Pueblo policies, including but not limited to the Faculty Handbook, Administrative Professional Handbook, State of Colorado Classified Employee Handbook, and Student Code of Conduct, may apply to activities involving those Accounts. Specifically, employees are expected to make clear when they are speaking on their own behalf, and not as representatives of the University.

DEFINITIONS:

Social Media: Digital means of interactions among people in which they create, share, and/or exchange information, ideas, and digital content in virtual communities and networks for social interaction among groups and individuals. Social Media uses digital technologies to transform how people communicate with one another and receive news, information, and entertainment.

Social Media Accounts: These are accounts or profiles created in Social Media platforms. While new Social Media platforms arise frequently while others disappear, some current examples include Facebook, Instagram, X (f/k/a Twitter), TikTok, YouTube, Pinterest, Snapchat, and LinkedIn.

Social Media Terms and Conditions: The terms and conditions imposed by the Social Media platform in which the Account exists or the User is participating.

User: A person submitting or publishing content to any Social Media Account or service that is officially recognized by CSU Pueblo.

POLICY:

Colorado State University Pueblo supports the need for a strong presence in the Social Media realm. The University encourages colleges, departments, programs, groups, and entities to be active in the Social Media space and create Social Media Accounts to build enriching relationships.

Officially recognized CSU Pueblo Social Media Accounts and web pages must be reviewed and approved by the department of Marketing, Communications & Community Relations (MCCR). Each Social Media Account will have responsible administrators assigned in the department where the Account resides and in MCCR.

All Social Media Accounts officially recognized by CSU Pueblo must have at least two CSU Pueblo faculty or staff members as administrators at all times, one of whom is in MCCR and one of whom is in the department or unit that desires to create and manage the account. Both administrators shall have full administrative rights to the account and an independent password.

If an account administrator leaves their position or the University or no longer is called upon to serve an account administrator for any reason, it is the academic or administrative department's responsibility to designate another employee to be an account administrator and remove the former employee's administrative permissions to the site by changing login credentials.

Disclaimer:

Each officially approved Social Media Account must include a disclaimer regarding content and opinions posted to the site by Users being those of the User and not the University, e.g.: "This Facebook account is officially recognized by Colorado State University Pueblo; however, the views and opinions expressed on this page are not necessarily those of the University."

Content:

The University reaffirms its commitment to freedom of speech as guaranteed by the First Amendment to the United States Constitution. Accordingly, this policy is to be applied consistent with and subject to the First Amendment's protection of speech and expression. The University's use of its Social Media Accounts, which have been created for the purpose of officially representing the University and its constituent groups, departments, and programs, constitutes the University's exercise of its speech and expression and this policy governs such University speech.

Social Media pages that allow public comments may constitute a public forum. It is solely the University's decision whether to allow comments on any of its own Social Media pages. As a public institution, the University affords opportunities for constitutionally protected speech. For this reason, constitutionally protected comments and remarks to a public post that allows commenting may not be removed or hidden by university employees.

However, social media platforms often have community standards that may drive the platform to unilaterally remove a comment or post. Additionally, the University shall have the right, but not the obligation, to remove comments or posts that contain unprotected speech, including obscenity, harassment, illegal activity, and defamation or injurious falsehoods.

Social Media content created or posted on behalf of the University must:

- Comply with all applicable laws, regulations, and university policies, including, but not limited to, those addressing harassment, privacy of student and health records, confidentiality, copyright, trademark, computer usage, and information security;
- Comply with the terms of use for the social media platform used;
- Clearly identify its affiliation with the University;
- Meet requirements for digital accessibility in CSU Pueblo's policy on Accommodating Individuals with Disabilities; and
- Use university marks, symbols, and logos only in accordance with university policies and standards, including the CSU Pueblo branding standards and guidelines established by MCCR.

Inappropriate, unauthorized, injurious, or illegal content that does not comply with this policy or the Social Media Terms and Conditions may be removed by CSU Pueblo employees identified as Social Media Account administrators in MCCR.

RESPONSIBILITIES:

Social Media Account Administrators/Departments:

Account administrators are responsible for overseeing content creation, making posts, monitoring engagement with the account and removing content that may violate this policy or

other university policies, or the Social Media Terms and Conditions. MCCR may request accounts be closed if they have been inactive for 120 days or longer. Account administrators are also responsible for maintaining account security by using different passwords for each account, keeping passwords safe and not sharing them, changing passwords regularly, and immediately reporting any account being hacked or compromised to Marketing, Communications & Community Relations.

Department of Marketing, Communications & Community Relations:

- Administers this policy and assists campus departments in establishing Social Media Accounts.
- Reviews and approves requests for new Social Media Accounts from department administrators.
- Appoints an account administrator within MCCR for each university social media account.
- Monitors Social Media Accounts to assure compliance with the Social Media Terms and Conditions and this policy.
- Provides guidance to Users and Posters on best practices of using Social Media on behalf of the University.

Users:

- CSU Pueblo employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting workplace conduct, contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and others apply online and in the Social Media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites.

- Use good judgment about content, and respect privacy laws, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Do not include confidential, proprietary or private information in content posted on Social Media. Examples include information about a student's grades or performance, admission status, or other information covered by the CSU System's FERPA policy; personally identifiable health information such as medical conditions or injuries or healthcare sought or received; and other private personal information that the person has not consented to have published. The University will not ask for, nor should an individual send, credit card or payment information, classified information, privileged, proprietary or private information or information subject to non-disclosure agreements via any social network internet communication service.

- Users who post must also be aware of NCAA rules governing interactions between the institution and its employees, and prospective student-athletes. All employees should

refrain from contacting (e.g., Tweeting, messaging, friending on Facebook) prospective student-athletes prior to their signing a National Letter of Intent and from commenting on their social media sites (other than to "like", "favorite", or republish a social media post without commenting). Always check with the Department of Athletics' compliance officials before posting anything that may violate these rules.

- Users must adhere to CSU Pueblo branding standards and guidelines for the use of the University's name, logos and trademarks.

RELATED LAWS, POLICIES & PROCEDURES:

Faculty Handbook

Administrative/Professional Handbook

State of Colorado Classified Employee Handbook

Student Code of Conduct

FORMS
Social Media Account Request Form

APPROVED:

COLORADO STATE UNIVERSITY PUEBLO

By:_____
          Rico Munn, Interim President

Date:_____