



Ohio Administrative Code

Rule 3341-10-07 University-administered social media engagement policy.

Effective: July 12, 2023

(A) Policy statement and purpose

The purpose of this policy is to establish a public standard for engagement with social media on any university-administered social media account. All posts and comments made on any university-administered social media account must adhere to this policy.

BGSU faculty and staff may use university-administered social media accounts to communicate factual information regarding the university.

(B) Policy scope

The guidelines in this policy pertain to anyone who posts or uploads a comment, message, or other communication to any university-administered social media account. This includes those who have no affiliation with BGSU.

(C) Definitions

(1) Social media: internet-based technologies that are typically very accessible and scalable allowing users to post content on topics in various forms. Some forms of social media include wikis, blogs, podcasts and forums. Examples include Facebook, Twitter, and Wikipedia.

(2) University-administered social media accounts: Social media accounts having a direct affiliation with Bowling Green state university. These include accounts operated by academic departments, schools, colleges, and centers; intercollegiate athletics; university divisions and offices such as diversity and belonging and student engagement; and executive leadership.

(D) Policy



(1) Some university-administered social media accounts allow audience members to post comments on the university's communications. BGSU moderates its university-administered social media accounts. The university will not delete comments because of the viewpoint expressed. But BGSU does reserve the right to remove comments, messages, and other communications and restrict access to users who violate the guidelines in this policy.

(a) Content that is obscene, indecent, or profane, as those terms are defined by the federal communications commission;

(b) Content that is off topic, out of context, or not relevant to the subject;

(c) Content that promotes, fosters, or perpetuates unlawful discrimination;

(d) Sexually harassing content or any content that constitutes harassment under division (A)(4) of section 3345.0211 of the Revised Code;

(e) Content that suggests or encourages illegal activity, or is violent, threatening, or defamatory;

(f) Spam or links to non-BGSU websites (unless a link is posted by the university for a university business purpose);

(g) Multiple posts by a single user of content that is substantially the same, or disruptively repetitive comments that are copied and pasted by multiple users;

(h) Content that solicits, advertises, endorses, or promotes any non-BGSU business or service;

(i) Content that includes copyrighted materials unless the user can demonstrate permission by the copyright holder;

(j) Content that discloses any security record or infrastructure record as defined in section 149.33 of the Revised Code;

(k) Content that discloses personally identifiable information such as street or email addresses or



phone numbers, unless that information is needed for official BGSU business purposes.

(2) Cosequences for violation

Any comment that violates the guidelines may be removed from each university-administered social media account in which it appears.

Depending on the circumstances, the content and the user may be reported to law enforcement or other authorities.

(E) Equity impact statment

The policy has been assessed for adverse differential impact on members of one or more protected groups.