

3356-4-09.1 Social media use on official and affiliated university sites.

- (A) Policy statement. The university recognizes the importance of social media as an evolving technology to communicate relevant information and enhance the university's reputation and profile.
- (B) Purpose. To provide guidance for current and future use of official and affiliated university social media sites.
- (C) Scope. This policy applies to individuals including university faculty, staff, volunteers and students, including student employees, who create or contribute to official or affiliated university social media sites.
- (D) Definitions.
 - (1) "Social media." Internet-based applications, websites, platforms, blogs, wikis, networks, and mobile-based technologies that enable users to create and share information.
 - (2) "Official university social media site." Any social media sponsored, controlled, or managed by a university college, school, department, program, office, or unit.
 - (3) "Affiliated social media site." Any social media created as part of an individual's work or university responsibilities or by a university-sponsored organization as part of its activities.
 - (4) "Post." Publication of content in any form on social media.
- (E) Parameters.
 - (1) The university's office of marketing and communications shall establish, and when appropriate, revise guidelines and/or best practices for university-sponsored and affiliated social media sites. (Please refer to: http://web.yzu.edu/contentm/easy_pages/easy_page_view.php?sid=25&page_id=1033), the office of marketing and communications / [marketing website](#).)
 - (2) University sponsored and affiliated social media sites and postings are subject to all applicable state and federal regulations such as

the Family Educational Rights and Privacy Act (“FERPA”) and copyright rights, university policies, guidelines, and best practices established by the office of marketing and communications, and “The Code of Student Rights, Responsibilities, and Conduct.”

- (3) Individual departments, colleges, programs, or administrative offices may establish additional guidelines specific to their areas of study or responsibilities. However, these guidelines must be reviewed and approved by the university’s information technology department and office of marketing communications prior to implementation.

Effective: 4/4/2019

CERTIFIED ELECTRONICALLY

Certification

03/25/2019

Date

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