USE OF SOCIAL MEDIA POLICY

POLICY STATEMENT

Social media continues to become more and more ubiquitous in all communication including university communication. It can include such popular tools as Facebook, Twitter, LinkedIn, Wikipedia, Flickr, Foursquare, and Pinterest with new options coming on the scene continually. Social media's relative ease of use, its low cost and its pervasiveness within our society continue to make it an attractive communication channel for the university message and brand story.

Employees and students are encouraged to use social media to tell our "faith-focused, future-focused" story. However, to help identify and avoid potential negative issues in the use of social media on the university's behalf, these guidelines have been developed.

REASON FOR THE POLICY

Social media content is typically created by a variety of people who may or may not be sensitive to the communication issues in their postings and who may or may not be well versed in university policies and standards of conduct. This can lead to intentional, as well as unintentional, reputational issues for the university. This policy is intended to provide framework for social media usage to give users parameters and raise sensitivity to possible red-flag issues.

APPLICABILITY OF THE POLICY

This policy applies to all Lipscomb University and Lipscomb Academy faculty, staff and students.

PROCEDURES

Follow social media providers’ rules. All users of social media on the university’s behalf are expected to observe the rules, terms of service and agreements established by each particular social media tool.

Be respectful. Maintain confidentiality, privacy and dignity. As a guide, do not post anything that you would not post “on the front page of the daily newspaper,” because in effect and reach, you are. Social media sites are by definition, not secure sites. Do not ask for any private, privileged or classified information through social media, such as credit card and other payment information.
Do not post photographs of individuals without their permission. Photo release forms are available through University Communication and Marketing (UCM).

As a faith-based university, you are asked not to post anything that would embarrass, misrepresent or in any other way inappropriately position an individual or this institution. This includes your use of language (including slurs, untruths, insults, obscenity), inappropriate visuals and malicious intent in any content. Do not post private information about yourself or someone else that could be used by scam artists.

Do not post confidential or proprietary information about the university, its students, its alumni, its employees or its donors. Use good ethical judgment and follow university policies and federal requirements such as those in the Health Insurance Portability and Accountability Act (HIPPA), the National Collegiate Athletic Association (NCAA) and the Family Educational Rights and Privacy Act (FERPA).

- HIPPA is a set of regulations surrounding the use of confidential medical records. Basically, it protects all “individual identifiable health information” held or transmitted by an entity. Never include, refer or infer, or pass on material about an individual’s health. For instance, the following inclusion in a post would violate HIPPA: “Please pray for Jane/John Doe who recently discovered s/he has cancer.”

- The NCAA guidelines can be found at ncaa.org. These are especially important in the area of recruiting. For instance, do not tweet or friend on Facebook any prospective student-athlete until they have signed a National Letter of Intent.

- FERPA protects the privacy of student education records. For instance, schools can publish certain “directory” information about a student, but not without letting parents and students know they can request we not disclose that information. And many do just that. So if you post academic information about a specific student, make sure you have permission.

Observe in all social media communication, the tenants of Lipscomb’s Ethical Conduct Policy. A copy of this policy may be found on the General Counsel website.

Respect university time and property
You should access social and web-based media for personal use on your own time. Appropriate uses of university resources in use of the social media include posts and searches that are directly related to your work.

The use of university graphics on any social media site must be in full compliance with university graphics standards, which are posted in myLipscomb by UCM.

Use for hiring
Job postings or position announcements must be processed through the Human Resources Office. Social media may be used for employee recruitment purposes only in consultation with the Human Resources Office.

Do no harm
Any digital communication on the Web or through social media should do no harm to Lipscomb University whether your involvement in those channels is on or off the job.
There is no such thing as “private” social media
Lipscomb faculty and staff are personally responsible for the content they post or repost through social and digital media. Be aware that whatever you post can be traced by the university and others and is public essentially forever, even if you delete them. Archival systems can pick them up. Also understand that more and more as this sector grows, the body of law surrounding social media is holding individuals liable for their content, and, in a growing number of cases, liable for the effect of that content.

Be transparent. Be up front.
Be honest about your identity in any posting concerning the university, and, to the extent it could impact the university, any posting on personal sites. Never pretend to be someone else. Make it clear your posts reflect your views, not the university's; make this part of your bio, for example. Do not use the university name to endorse a product, position or group. When you make mistakes, correct them as soon as possible.

Be aware that if you make posts or create an account that is a pseudonym of someone else at the university – or the university itself – action can be taken against you, up to and including dismissal.

Observe applicable intellectual property laws.
Respect copyright law. Use original works of authorship very carefully, including literature (poetry, novel extracts, movies, logos, videos, etc.), drama, music, computer software and artistic works. Under the law, portions of certain works can be used without consent under specific conditions, however, the best policy is to always get permission in writing and retain that record for future reference if it becomes necessary.

If you maintain a university site:
Inform UCM of your intentions of creating an account, username, or identity (“account”). Social media accounts should not be created without understanding that developing an account takes personnel time and social interaction with users. The following are policies regarding creating an account:

- UCM is in not responsible for updating your account. That responsibility relies solely on your office.
- Average maintenance times for each account range from five to 10 hours in a workweek. Be sure you and your supervisor are aware this time will be spent updating and interacting with users.
- An account should not be abandoned for any reason without prior notification to UCM.
- Inappropriate action on any site will be grounds for immediate removal of that employee as administrator of the account, possible termination, and the account will be turned over to UCM.
- No area is to set up an account on a social media site that identifies the user as only Lipscomb or Lipscomb University.
- UCM periodically will review and communicate trends to assist offices in maintaining effective sites for delivering messages to their key audiences. More importantly, if that review finds a site is no longer being maintained in a timely manner, it will be taken down.
- Those who maintain any university social media site – Facebook, Twitter, Pinterest, LinkedIn, etc. – review all comments on a regular basis and response appropriately. If you are unsure or feel that a comment is serious enough to require it be “lighted up” to administration, contact UCM immediately.
CONTACT

Vice President, University Communication and Marketing

EFFECTIVE DATE

This policy was approved by the President on March 2013.