



Official University Social Media Account Policy

Effective Date: *April, 2018*

Office: *Communications & Marketing; Office of General Counsel*

PURPOSE: *This section should include reason or rationale for the policy.*

The purpose of this policy is to outline the requirements for the creation and use of official University of Indianapolis social media accounts and content, as well as to establish uniform account ownership, use, and password rules.

REFERENCE DOCUMENTS/RELATED INFORMATION: *List any other policies or information that should be cross referenced.*

[University of Indianapolis Communications and Marketing Branding Standards and Requirements](#)

SCOPE: *Who is affected by this policy or needs to read it?*

All University employees, contractors, and students, if any, who create, maintain, manage, update, and/or post to official University of Indianapolis social media accounts or on behalf of the University.

POLICY HISTORY: *Include any information about previous versions or whether this replaces an existing policy.*

This is a new policy.

POLICY STATEMENT: *State the policy here. The policy statement should include the principles of the policy: What is permitted or prohibited, what is required, or how issues will be handled. If viewers read only this section, they will know that the policy is and how it extends to the University. If procedures are short in nature, please include in policy. If procedures are lengthy, please provide separate document.*

Definition of “Official” Accounts and Application of Policy. An official University of Indianapolis social media account is defined as any account representing the University, a department/faculty/team/service, or business unit in an official corporate context. This policy applies to all University employees and any students who may regularly manage and/or update official University social media accounts. For purposes of this policy, an “employee” includes, but is not limited to, all staff, faculty, contract employees, interns, and student workers. This policy does not apply to accounts for individual employees (including faculty, contract personnel, and student workers) or students who use social media in a personal context, although some parts of this policy may be useful for individuals to be aware of for use of social media in their private, personal capacity.

Employees are discouraged from using personal social media accounts for business purposes. However, if an employee is using a personal social media account for work-related purposes, he/she should be aware of this policy and also make it clear on his/her accounts that the comments and opinions reflected on the account are his/her own and not those of the University of Indianapolis.

Creation of an Official Account. Requests to establish new social media accounts and/or channels on behalf of the University require prior approval from the Vice President of Communications and Marketing and Office of University Communications and Marketing. Official social media accounts are listed in the [University of Indianapolis social media directory](#).

Ownership of Official Accounts. All University of Indianapolis social media accounts and content remain the sole property of the University of Indianapolis. The separation of a particular account user from University employment does not change the University’s right, title, and interest in any official social media account. Any content an employee may post on an official social media account remains the sole property of the University as work for hire. By using any official University social media account, the user expressly assigns all right, title, and interest in the account and all content therein to the University of Indianapolis.

No University of Indianapolis official social media account may be used without University consent, and any attempt to modify access to an account (e.g. locking out other University personnel or users) or to modify the content, name, or control of an official University social media account shall be construed as infringement, theft, and/or fraud. In the event of infringement, theft, or fraud, the University shall retain all legal enforcement rights against the infringer(s), and any employee engaged in infringement, theft, or fraud activities shall be subject to discipline up to and including termination. For projects/accounts where the University is collaborating with another institution, account ownership will be determined on a case-by-case basis in conjunction with the Office of General Counsel.

University Standards for Posting to Official Social Media Accounts. The following criteria applies to any content posted to an official University of Indianapolis social media account:

- All content must follow the University’s [Brand Guidelines](#).

- Accounts must be created using an official University email account (e.g. name@uindy.edu). Any employee account user who makes an unauthorized change to the email account address and/or password associated with any official social media account is subject to discipline, up to and including termination.
- Creators of social media accounts will not:
 - Post offensive, illegal, discriminatory, or libelous material or any material which may violate any University policy or code of conduct
 - Post sensitive or confidential information
 - Share their login details and passwords with anyone other than their supervisor, except as required or authorized by this policy.
- Supervisors are required to reset the account profile (including email account used to establish the account) and password promptly upon the separation of an employee, student, or contractor using such account.
- Authorized users should post regularly in accordance with the objectives of having an official University social media account. For more guidance on best practices regarding frequency of posting and voice/style, please consult the Vice President of Communications and Marketing
- Authorized users must designate a representative of the particular department or unit who created the social media account to monitor the account and respond to incoming messages
- Employees and/or authorized users should promptly bring to the attention of the Vice President of Communications and Marketing (or designee) any content that is posted within a comment or response to a University post that would be considered offensive, illegal, discriminatory, libelous, or violate a University policy.

Copyrighted Material and Other Intellectual Property Requirements. The posting or use of copyrighted material—including, but not limited to, photography, graphics, music and video—without the explicit permission of the copyright holder is expressly prohibited. This requirement is non-negotiable and failure to abide by this requirement may result in discipline up to and including termination. Violation of this policy by any employee may also subject the University to infringement liability. For questions about copyright and intellectual property protections, contact the Office of the General Counsel. Users are encouraged to use creative commons media, provided they attribute sources correctly, such as [Wikimedia Commons](https://commons.wikimedia.org/).

Account Management. All users of official University social media accounts shall provide his/her supervisor(s) with the account management information associated with each account, including the email address associated with the account and the password. Each department with an official University social media account shall have more than one employee responsible for updating and monitoring social media accounts. This is far more sustainable, and it allows for accounts to be updated when a co-worker is out of the office.

Legal Compliance. All users of official University social media accounts involving athletics shall comply with all NCAA regulations for social media account use and recruiting and shall abide by the policies and procedures for use that are established by any social media site or platform being used. All users, regardless of department, shall comply with all University policies and federal, state, and local laws, rules, and regulations, including but not limited to FERPA, when using and posting content to social media accounts.