Social Media Policy
Version: 1
Effective Date: 12/10/2012

Policy Summary:

UT recognizes that social media sites can be effective tools for exchanging information and raising the visibility of the University. This policy is designed to help clarify how to utilize social media when creating, maintain or posting to a site representing the University. This policy does not include personal sites.

The policy covers topics that are regularly encountered when using social media sites, such as: necessary notifications when creating sites; protecting confidential and proprietary information online; online content; access to administration of sites; and how to protect the institutional voice. It also covers responsibilities of advisors of student organizations that utilize social media.

This policy is supplemented by the University's Social Media Best Practices and refers to the University's Acceptable Use Policy (AUP).

Questions about the policy, or about using social media on behalf of the University, should contact the Office of Public Information and Publications at publicinfo@ut.edu or (813) 253-6232.

Applicability/Eligibility:
All UT employees.

Exceptions:
UT employees' personal social media accounts/sites.

Policy Administration:

Mandating Authority: ☐ Federal Law   ☐ State Law or Regulation

(Check all that apply)   ☒ University President   ☐ Accrediting Body

☐ Other: (specify)

Responsible Office/Dept/Committee(s):

Name	Campus Address	Phone Number
Office of Public Information and Publications	Box 74F	X6232

Responsible Executive(s):

Name	Title	Phone Number
Eric Cárdenas	Director	X6232

Policy Management:

Policy History:

Date	Version	Reason for Change

Policy Approvals and Reviews:

Date	Organizational Group
9/25/12	ITC
10/26/12	Faculty Senate
12/11/12	CISO
12/11/12	Senior Staff

Web Links:

Policy Link: www.ut.edu/socialmediaguide/

Associated Links:

OPTIONAL: Add links for associated procedures, forms, standards, references, etc. as appropriate.

Full Policy Text:

INTRODUCTION

Social media is a powerful communication tool that has a significant impact on organizational and professional reputations. This policy is designed to help clarify how to utilize social media when creating, maintain or posting to a site representing the University. Employees should also review the University's Social Media Best Practices guide for helpful tips, and abide by the University's Acceptable Use Policy (AUP).

UT recognizes that social media sites can be effective tools for exchanging information and raising the visibility of the University. Therefore, employees may contribute content about UT and their work. However, employees are required to follow the policy when maintaining university-sponsored site. You should keep in mind the mission and best interests of the University. When unsure what or how to post, contact the Office of Public Information at publicinfo@ut.edu or 253-6232.

This policy does not include personal sites. However, personal sites should not include views that could be construed to be those of the University's. Do not use logos or imagery that may imply a personal social media site is an official UT department site. An individual may choose to add a disclaimer to their personal site, such as: "The content of this web page was created by a member or member organization of the UT community but does not necessarily reflect the views of the University or its administration."

Employees utilizing web space provided by the University should follow the university's Acceptable Use Policy.

POLICIES FOR UT SOCIAL MEDIA SITES
• **Protect confidential and proprietary information**: Do not post confidential or proprietary information about The University of Tampa, its students, employees, board members or alumni. Employees must still follow the applicable federal requirements such as FERPA and HIPPA, as well as NCAA regulations. Adhere to all applicable University privacy and confidentiality policies.

• **Adhere to copyright and fair use:** When posting, follow the copyright and intellectual property rights of others and of the University. Questions about fair use or copyrighted material should be directed to the Office of Public Information.

• **Endorsements:** UT social media sites should not promote or endorse products, businesses, personal causes or opinions, political parties or candidates.

• **Emergency Communication:** During emergency situations, such as tropical weather and safety issues, the University's Emergency Communications Group will post official University communications during emergencies and those posts can be shared, re-posted or re-tweeted by other campus social networks.

• **Notify the University:** Departments or University units that have a social media page or would like to start one must contact the Office of Public Information to ensure all institutional social media sites coordinate with other University sites and their content. UT-related social media sites must be supervisor-approved. Each officially-approved account must include a disclaimer statement, as described in the Social Media Best Practices guide, regarding content and opinions contained on the site.

• **Access:** Administrative access to any social media page created for the University must be given to the department head and/or the Office of Public Information (depending on social media outlet, see Social Media Best Practices guide) upon initial creation. When an employee leaves the University, discontinue his/her access to all University social media outlets immediately.

• **Administration:** Official groups or pages on sites such as Facebook, Twitter or a UT-sponsored blog, must be maintained by the official department and must use UT email (_____@ut.edu) for administrative correspondence. All institutional pages must have a full-time appointed employee who is identified as being the responsible party for content. Ultimately the department head is responsible for all posted content. Students cannot create official University social media pages but may contribute to their maintenance.

• **Content:** Content that includes profanity, personal attacks, spam, advertisements, promotions or is otherwise deemed inappropriate should be deleted by the page administrators.

• **Protect the institutional voice:** Posts on social media sites must be professional in tone and in good taste. No individual University unit should construe its social media site as representing the University as a whole.

- **Student organization advisers:** If you are an adviser for a student organization, you must have administrative access to the social media pages created by the student organization.

- **Non-compliance:** Pages that do not follow this policy, or that are created without the involvement of the Office of Public Information, will not be linked from University websites or social media sites. The University may also request social media platforms to disable pages that violate this policy.

- **Terms of service:** Obey the terms of service of any social media platform employed.

A violation of the Social Media Policy also constitutes a violation of the Acceptable Use Policy.

The Social Media Best Practices guide provides tips and suggestions for communicating via social media. It is recommended all departments read this document before pursing social media as a communication tool.

Definitions:
OPTIONAL: Click here to enter text.

Additional Information and Resources:
UT Acceptable Use Policy – located at www.ut.edu/AUP