

The University of North Texas at Dallas Policy Manual	Chapter 4.000
4.005 Use of Social Media on Behalf of the University	Administration

Policy Statement. As an innovative 21st century institution, the University of North Texas at Dallas (UNT Dallas) recognizes that the use of social media can serve as a valuable tool for interaction and collaboration. UNT Dallas also recognizes the importance of open exchange between the University and members of the university community through a wide range of communication channels. To that end, UNT Dallas supports the official use of social media, provided such use serves an official business purpose and properly portrays, promotes, and protects the organizational and professional reputation of the University, its administration, faculty, and staff.

The use of social media on behalf of the University is subject to state and federal law as well as all university policies and procedures. University employees and students acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity or expressing the views of the University.

Application of Policy. This policy applies to all social media accounts created for the express purpose of officially representing UNT Dallas registered student organizations, departments, programs, entities, or activities.

Definition(s).

Social Media. “Social media” means any Web-based platform, application, or technology which enables individuals to interact socially using highly accessible and scalable communication techniques. Social media includes, but is not limited to: blogs, wikis, discussion forums, photo-sharing networks, online virtual communities, podcasts, message boards, user generated videos, social networks like Facebook, YouTube, Twitter, Flickr, LinkedIn, and any other site or emerging technology with content generated by both the owner and the audience.

PROCEDURES AND RESPONSIBILITIES.

Eligibility and Approval. Only those student organizations officially registered with the Office of Student Life may request approval to create or maintain a social media site or presence on behalf of the University.

Any department or registered student organization wishing to create or maintain a social media site or presence on behalf of the University must submit a completed University Social Media Site Approval Form for approval from the Executive Director of Marketing and Communications or designee prior to engaging in any form of communication using social media on behalf of UNT Dallas.

Responsible Party: Employees, Departments, Registered Student Organizations, Executive Director of Marketing and Communication or designee

Approval Criteria and Management of Social Media Site or Presence.

1. Approval Criteria. One or more of the following criteria may be considered upon receiving a request to create a social media site or presence on behalf of the University:
 - i. Whether the social media initiative can be carried out in such a manner that supports the institution's missions and goals;
 - ii. Whether the use of social media enables the University to connect with audiences for which it might not otherwise be able to reach;
 - iii. Whether the engagement with the audience adds value to both the University and the audience; and
 - iv. Whether sufficient resources exist to appropriately manage the social media site or presence.

The Executive Director of Marketing and Communications is responsible for maintaining a listing of those approved social media accounts on behalf of the University.

Responsible Party: Executive Director of Marketing and Communications

2. Monitoring. All social media on behalf of the University must have at least three faculty or full-time staff persons (“Site Administrators”) designated to monitor site content, to ensure compliance with university policies and procedures, and state and federal laws, including the Family Educational Rights and Privacy Act of 1974 (“FERPA”).

The Office of Marketing and Communications and the social media site administrator reserve the right to remove any content that is defamatory, obscene, or commercial in nature. This includes content that harasses, threatens, or intimidates others.

Responsible Party: Executive Director of Marketing and Communications; Site Administrators

3. Social Media Guidelines and Use of University Logo. The Office of Marketing and Communications shall develop guidelines for managing and monitoring the content of social media accounts on behalf of the University, including any use of University marks. Any use of the University’s marks, such as logos and graphics, shall comply with the University’s Identity Guide.

Responsible Party: Executive Director of Marketing and Communications; Site Administrators

4. Disclaimer Statement for Social Media Sites. Each social media site must include a disclaimer statement, using language prescribed by the Office of Marketing and Communications, regarding content and opinions contained on the social media site as well as include a link to the University’s social media guidelines.

Responsible Party: Executive Director of Marketing and Communications; Site Administrators

Sanctions. Noncompliance with this policy or procedures may result in action, including but not limited to any or all of the following:

- i. Limitation or revocation of department or registered student organization's rights to use or participate in university-related social media;
- ii. Removal of posts/site content or social media accounts; or
- iii. Disciplinary action in accordance with University policies.

Responsible Party: Executive Director of Marketing and Communications; Site Administrators

Forms and Tools.

University Social Media Site Approval Form
Social Media Guidelines

Approved: 1/17/2012

Effective: 1/17/2012

Revised: