

Issued: September 18, 2019

Responsible Official: Executive Vice President for University Relations

Responsible Office: University Mktg and Communication

POLICIES

Purpose

The University of Memphis' communication strategy includes integration of the UofM's social media efforts as an integral piece of the University's overall communication strategy. By all University departments working in concert, social media facilitates broad communication of University initiatives, engagement with alumni and donors, recruitment and retention of students and dialogue about our educational and research efforts in the community. This policy does not apply to personal social media accounts established by employees or students.

Policy establishes expectations for the establishment and use of University Sponsored Sites that are operated by faculty, staff and student employees on behalf of the UofM and in furtherance of its mission.

Definitions

Social Media

A general term used to reference sites and activity on sites such as Facebook, Twitter, YouTube, Instagram, LinkedIn, WordPress, Snapchat or any other virtual hub where users interact.

University Sponsored Site

Official University-sponsored blogs and social media sites operated by UofM departments, colleges, schools or other UofM units, which are approved by the appropriate administrative authority, and coordinated by the UofM Department of Marketing and Communication.

Policy

Compliance

Administrators are responsible for ensuring that University Sponsored Sites follow all applicable state and federal laws and University policies and procedures, site terms of service, faculty and staff handbooks, regulations and policies, such as FERPA, HIPAA and NCAA Regulations.

The University of Memphis Division of External Relations reserves the right to remove any and all content and comments at its discretion. Content or comments the University deems to be unlawful, spam

and/or threatening against UofM students, faculty, staff, alumni, guests or others and/or to the University's network or computing systems will be removed and reported to the site on which the content or comments appear and to the appropriate University offices. Content and/or comments that violate any University policy and content and/or comments intended to promote commercial products or services are not permitted under University policy and will be removed.

General Standards

Employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting workplace conduct, contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other University constituents apply online and in the social media context just as they do in workplace interactions.

Employees are fully responsible for what they post to University social media sites. Therefore, University Sponsored Sites should not engage in any discussions or post any information regarding student, employee or donor records and must be in compliance with IT6003 Acceptable Use of Information Technology Resources and IT6005 Data Security policies. Confidential medical information protected by HIPAA and personal details about an individual's medical condition should not be posted or discussed. Reasonable effort should be made to obtain permission before an individual's image is posted to a UofM social media account. Compliance with RE7004 Intellectual Property and GE2006 Copyrighted Materials policies must be strictly adhered to when using another's original work of authorship. The University does not endorse or use any social media network internet communication service as a secure means of communication for online business transactions.

Additional Information is available from the Social Media Handbook accessible from the Marketing and Communications website (<https://www.memphis.edu/communications>).

Athletic Related Posts

Information posted directly by the Office of Athletics may be redistributed on official University social media platforms. As employees, it is best to avoid commentary on athletic related topics other than game outcomes and general comments concerning attending or watching upcoming game and athletic activities. Per NCAA guidelines, employees and University accounts are prohibited from commenting or sharing any information on social media platforms regarding recruiting or the recruitment of specific student-athletes. Inappropriate postings and comments on athletic events and activities, student-athletes, coaches or the possible recruitment of student-athletes and coaches can have serious implications both

for the employee(s) involved and for the university. Be mindful of NCAA sanctions and good sportsmanship conduct. For details or questions, contact the Athletic Department Compliance Office.

Emergency Communications If a campus emergency is unfolding, speculative information should not be posted to social media sites. For proper crisis communications response, please refer instances to the university's Police Services office (901.678.4357 or police@memphis.edu) and notify socialmediateam@memphis.edu. If you discover erroneous information about an unfolding crisis, please contact socialmediateam@memphis.edu immediately.

FAQs

Who do I contact with further questions? socialmediateam@memphis.edu

Links

Social Media Handbook	https://www.memphis.edu/communications/socialmedia/socialmediahandbook.pdf
Social Media Procedures	https://www.memphis.edu/communications/socialmedia/index.php
IT6003 - Acceptable Use of Information Technology Resources	https://memphis.policytech.com/dotNet/documents/?docid=593&public=true
IT6005 – Data Security Policy	https://memphis.policytech.com/dotNet/documents/?docid=591&public=true
RE7004 – Intellectual Property	https://memphis.policytech.com/dotNet/documents/?docid=500&public=true
GE2006 – Copyrighted Materials, Use of	https://memphis.policytech.com/dotNet/documents/?docid=492&public=true

Revision Dates

September 18, 2019

Subject Areas:

Academic	Finance	General	Human Resources	Information Technology	Research	Student Affairs
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