**Social Media Policy**

Judson University (JU) supports the use of social media by its community members as a way to facilitate communication and disseminate information. To promote responsible use of social media to engage with students, employees, and other campus constituencies, JU has developed policies and best practices for professional and personal use of social media platforms based on its mission and educational goals.

Social media is defined as media designed to be disseminated through social interaction, created using accessible and scalable publishing techniques. Examples include but are not limited to:

* Social networking sites—Facebook, LinkedIn, Google+, Pinterest
* Video and photo sharing websites—Flickr, YouTube, Instagram
* Blogs
* Micro-blogging—Twitter
* Wikis and online collaborations
* Forums, discussion boards and groups—Google groups
* Podcasting
* Online multiplayer gaming platforms—Second Life
* Instant messaging, including SMS
* Geo-spatial tagging—Foursquare

**General Policy Statement:**

All members of the Judson University community, including its colleges, departments, programs, groups, organizations, individuals and vendors retained on behalf of any JU college/department that engage in social media are to follow the same responsible behavior standards online as they would in established mediums (e.g. face-to-face conversations, written letters, phone calls).

The same laws, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other JU constituents apply online as in the real world. When using social media, members of the JU community and those acting on behalf of the JU community are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, sensibilities and property of others.

Individuals must also recognize the potential for damage to JU’s reputation and educational mission that may develop from social media postings, whether posted in a professional/personal capacity or on behalf of the University. Those engaging in social media for any purpose are responsible for their posts to social media sites. Keep in mind that any of your conduct that adversely affects faculty, staff, students, or JU’s legitimate educational interests may result in disciplinary action or termination.

As with any other use of JU’s network, the use of computing and network resources to engage with social media platforms is subject to the privacy statement within the Judson University Acceptable Use Policy. As explained in more detail in that policy, while the University does not generally monitor or limit content of information transmitted on the University network, it reserves the right to access and review such information.

**Social Media Guidelines:**

* The purpose of using social media on behalf of Judson University is to support JU’s mission, goals, programs and efforts through sharing University news, information and content, as well as other directives. Postings on social media platforms can remain accessible to various search engines for years. Avoid postings influenced by impulse or emotion.
* Confidential or propriety information belonging to JU or to third parties, who have shared information with individuals on behalf of JU, cannot be shared on any social media outlets. Individuals must follow the applicable federal laws, including FERPA and HIPAA as well as NAIA regulations. Be mindful of and adhere to all applicable privacy and confidentiality policies as stated in university handbook.
* It is prohibited to use copyrighted material and/or intellectual property without properly crediting the source or receiving permission prior to use as stated in the Judson University Acceptable Use of Technology Policy and university handbook.
* Judson University logos and/or branding cannot be used on any social media without University permission. Please contact Office of Communications & Marketing for guidelines.
* JU employees are encouraged to identify themselves as faculty/staff on social media postings that are related to work or subjects associated with JU. Individuals doing so on platforms not sponsored by the University must:
	+ Clarify that they are sharing personal views and
	+ Use the disclaimer, “*The postings on this site are my own and do not represent the positions, strategies, or opinions of Judson University*.”
* Any individual may create, manage and/or contribute to social media content on personal sites independently of JU, and may identify himself or herself as a JU student, faculty member or staff. JU will not monitor personal social media presences, but will address issues that arise regarding personal content in accordance with these policies.
* The Student Life Handbook governs student posting as individuals or on behalf of Judson University.
* Acceptable content on social media sites that are not operated by JU may be positive or negative in context, regardless of whether it is favorable or unfavorable to JU.  JU discourages statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that infringe on intellectual property rights, that defame faculty, staff, or students, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, or any other status protected by law or University policy.
* Strive for accuracy in all social media postings. Confirm the validity of information before posting and review content for grammatical and spelling errors. This is especially important if posting on behalf of the University.
* Be aware that a presence in the social media world can easily be made available to the public at large. This includes prospective and current students, parents, alumni, employees and colleagues.
* Prior to engaging in any University-sponsored form of social media representing Judson University, individuals must receive approval from their supervisor and approval from the Office of Communications & Marketing to ensure brand and message consistency. The office will assist with communication plan(s) and medium-related education.
	+ All official Judson University sponsored pages and/or accounts must be created by using a University department, staff, or faculty email account. If a department or individual wishes to have a separate email account just for social media sites, contact Office of Communications & Marketing and Office of Information Technology.
	+ Any existing sites or platforms hosted or sponsored by JU are reviewed routinely, and JU shall have the right to remove, at its sole discretion, any content that it considers to violate these policy statements.