

Social Media and Electronic Communications

Organizational Part: Marketing & Communications

Chapter: One

Policy Type: University Policy

Responsible Office: Marketing & Communications

Effective Date: March 2, 2015

Revision Date: August 22, 2017

POLICY STATEMENT

As a nationally recognized leader in social media usage, Butler University understands the necessity of a digital presence to authentically engage with students and community members and inform the campus and surrounding community of important events, news, and achievements. While social media platforms often prove to be effective and efficient means of communication and great tools for engagement, improper social media usage can lead to significant issues, lasting legal implications, and other complications.

When using social media or electronic communication in professional and institutional roles, Butler University employees must follow the same behavioral standards on these platforms and online as they would normally. In their usage and interactions, employees, departments, colleges, and campus organizations are subject to the same laws, professional expectations and guidelines as they would be in in-person interactions with students, parents, affiliates, alumni, donors, media, faculty/staff, and other University constituents. Employees will be held accountable for any institutionally related content they post to social media site designed for Butler University purposes (e.g. departmental, organizational or institutional accounts, profiles, or pages).

REASON FOR POLICY

Butler University's Social Media and Electronic Communications Policy is not intended to prevent or prohibit creative expression, but rather intends to provide support, clarity, and protection. This policy applies to organizational, departmental and institutional use across any social media and electronic communication platform--including but not limited to, Twitter, Snapchat, Facebook, MySpace, Instagram, blogs, YouTube, LinkedIn, FourSquare, Sarahah, Flickr, Second Life, etc.

ENTITIES AFFECTED BY THIS POLICY

This regulation applies to all employees and units of the University.

TABLE OF CONTENTS

	PAGE #
Policies Applicable for All Social Media Sites	2-3
Institutional Social Media Usage	3
Multimedia Usage	3-4
Individual Employee's Personal Use of Social Media	4-5
Non-Compliance	5
Resources & Contacts	5
History	5

POLICIES APPLICABLE TO ALL SOCIAL MEDIA SITES

All employees of Butler University must:

- Protect institutional confidential and proprietary information
 - Posting or sharing confidential or proprietary information about the University, its students, employees, alumni or affiliates is strictly prohibited.
 - All Butler faculty, staff, employees and units must follow applicable federal requirements, including but not limited to:
 - Health Insurance Portability and Accountability Act of 1996 (HIPAA)
 - Family Educational Rights and Privacy Act of 1974 (FERPA)
 - Employees who share confidential information will risk disciplinary action or termination.
 - Do not consider any information posted to social media sites and blogs as private, even if you are using the strongest privacy settings.
- Follow all applicable University regulations, policies, and procedures
 - Social media usage and electronic communication is not immune from the University regulations, policies and procedures which dictate appropriate and expected behavior, such as:
 - Governing regulations established by the Board of Trustees, the Faculty Handbook, the Staff Handbook, or the Student Handbook
 - Administrative regulations
 - Human Resource policies and procedures
 - Ethical principles and code of conduct
 - University Information Technology policies or regulations
 - Non-discrimination policies
 - Title IX and anti-harassment policies
 - Marketing and communication policies
 - NCAA Division I athletics regulations
- Adhere to trademark, logo, and licensing guidelines
 - Butler University maintains trademarked and copyrighted word marks and logos. Keep information and guidelines dictating the use of these in mind.
 - Butler University logos can be used for official sites, but they cannot be altered.
 - Get more information and guidelines regarding logos, licensing, and trademarks. Any further questions can be directed toward Marketing & Communications.
 - Respect copyright and intellectual property rights of other entities, artists, and organizations.
- Butler University Office of Public Relations, Office of the President, Office of General Counsel, and Marketing and Communications will provide members of the media and the public with University and departmental news.
 - Do not be the first to announce University news unless you have prior approval from the aforementioned organizational units.
 - Personnel issues should not be discussed on social media or via electronic communications.
- Respect University Resources
 - University-owned computers, tablets, and devices are reserved for University-related business as approved by supervisors. Furthermore, inappropriate use of social media for personal use on University-owned or personal devices while “on the job” is subject to disciplinary action.
- General guidelines
 - Be clear about your role and/or position with the University.
 - Read, obey, and comply with the Terms of Service for all social media tools before posting anything.
 - Be respectful of fans, followers, and those you engage with online. Use discretion regarding use of public forums versus direct messages.
 - Direct messages on social media platforms are also subject to this policy

INSTITUTIONAL SOCIAL MEDIA USAGE

If you post on behalf of an official University unit (including all students, faculty, and staff managing Butler-sponsored social media), the following policies apply in addition to those outlined above:

- While Marketing and Communications maintains the official Butler University accounts, you may find that your college, department, organization or program is equipped to maintain its own social media account(s).
 - Creating an official social media account requires approval from your supervisor, director, or dean, and from the Office of Marketing & Communications before creating an official social media account.
 - You must provide access to appropriate University officials. Marketing & Communications should be granted administrative access to all Butler University social media sites. In some circumstances, this can be avoided by granting access to other supervisors, directors, deans, or human resources.
 - If an official social media account already exists, it needs to be registered with the Office of Marketing & Communications, and credentials/administrative access must be provided.
 - For specific instructions regarding the creation of social media profiles on specific platforms, please review the Butler University [Social Media Instructions](#).
- When posting on behalf of the University, you must adhere to all department or school guidelines.
 - Always acknowledge your affiliation with Butler University when posting online.
 - Content and overall presence should reflect the University's brand identity and respect all institutional wordmarks, logos, and entities.
 - Posts should not be used in any way to promote a personal or political agenda
- Monitor postings on all social media sites on a regular basis.
 - Butler University supports free speech and expression, but does not support posts or social media usage that incites discrimination, violence, harassment, or is defamatory or obscene. If you encounter inappropriate posts, please do the following:
 - Print and save a copy of the post for your records. Include information such as the date of original posting and the name of the individual/organization who posted it.
 - Notify your immediate supervisor, director, or dean.
 - With approval of your supervisor, director, or dean:
 - Respond when appropriate, but never engage in hostile exchanges.
 - Remove comments that are vulgar, obscene, defamatory or libelous immediately.
 - Alert your department head or supervisor in the case of threatening comments, remarks, messages, or posts.
- The University reserves the right to remove from its official social media properties any and all posts or comments that:
 - Conflict with relevant University policies.
 - Incite discrimination, violence, harassment, or are defamatory or obscene.
 - Are irrelevant to the topic of the posting.
- Failure to properly maintain social media profiles will be cause for removal by Marketing & Communications staff.
 - If you no longer want to operate your site, please disable or delete it.

MULTIMEDIA USAGE

All multimedia usage must adhere to copyright, trademark, and privacy guidelines and regulations.

- **Images:**
 - Images from private events require written release signed by subjects who have been photographed.

- Public events do not require a signed release by subjects. Furthermore, events that occur outdoors or in public space on or off campus are typically considered to be public events.
- Obtain permission from speakers, guest lecturers, performers, and other campus visitors who are present at any event, should you wish to use their images or material online.
- Avoid using imagery of minors in online media unless written consent is obtained from a parent or guardian.
- Images owned by the University may be distributed online as a part of a Creative Commons license agreement. Image ownership must be attributed to Butler University. Additionally, University images may not be altered or used for commercial purposes without special permission.
- Images related to Butler University Athletics may not be used without permission due to stringent NCAA rules and regulations regarding student-athletes.
- **Music:**
 - Usage of music protected by copyright is strictly prohibited unless written permission from copyright owner is received.
 - Written permission for usage of copyright music must specifically include online distribution allowances. Additionally, broadcast and royalty requirements must be satisfied.
 - Consumer ownership of music does not constitute a right to distribute, or usage on behalf of the University.
 - Royalty-free music is recommended for usage online. Marketing & Communications staff can assist with the identification and acquisition of royalty-free music.
- **Video:**
 - Like photography, private events require a written release signed by subjects who have been captured on video. Public events do not require a signed release.
 - Written permission should be obtained from speakers, guest lecturers, performers, and other campus visitors who are present at university-sponsored events, unless otherwise guaranteed in performance contracts.
 - For use of images and music in videos, please review image and music guidelines above.
 - Written permission for usage of copyright video must specifically include online distribution allowances. Additionally, broadcast and royalty requirements must be satisfied.
 - Consumer ownership of video does not constitute a right to distribute, or usage on behalf of the University.
 - To obtain University video footage, please contact Marketing & Communications.

INDIVIDUAL EMPLOYEE'S PERSONAL USE OF SOCIAL MEDIA

Even when you are not acting on behalf of Butler University and you are personally engaging across social media platforms, a Butler University affiliation on your profile—which may be inferred through a profile picture, a status update, a statement of employment or biographical information, etc.—has the ability to affect the University as a whole.

- If you identify your affiliation with the University in your profile, comments or social media commentary, other users will associate you with the University.
 - Keeping this in mind, you should always think before you post, be respectful of others and their opinions, and avoid posting personal information about others without their permission.
- Your behavior should be consistent with information technology, intellectual property, and University privacy policies, such as abiding by FERPA and other privacy regulations.

- These guidelines and policies for social media usage are not intended to and do not limit your right to engage in protected concerted activities (e.g. Union involvement or membership) as they relate to terms and conditions of employment.
 - Please note: posting about University-related information or content on personal accounts which is vulgar, obscene or against any University policy may also be subject to this policy.

NON-COMPLIANCE

Non-compliance with this policy or any of its parts may result in the following:

- Limitation or revocation of individual or unit rights to use or participate in University-related social media;
- Removal of posts or social media accounts; or
- Disciplinary actions and sanctions in accordance with Human Resources policies and procedures outlined in existing university regulations, rules, handbooks, or codes of conduct.

RESOURCES & CONTACTS

Butler University Marketing and Communications and Brand Guide: <https://www.butler.edu/marketing>

Butler University Licensing and Trademarks: <https://www.butler.edu/marketing/licensing>

Butler Social Media Instructions: <https://www.butler.edu/marketing/social-media-instructions>

Butler University Social Media Guidelines: <https://www.butler.edu/marketing/social-media-guidelines>

Butler University Director of Community and Government Relations:

Michael Kaltenmark, Director of Community and Government Relations

mkaltenm@butler.edu | 317-940-9672

HISTORY & REVISION DATES

Revision Date: August 22, 2017

Issue Date: March 2, 2015