



**GRAMBLING STATE UNIVERSITY SOCIAL MEDIA POLICY**

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**Effective Date:** August 27, 2013

**Revised Date:**

**Responsible Office:** Office of Public Relations and Communications

**Division:** Public Relations and Media Communications

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**I. PURPOSE/OBJECTIVE**

To establish guidelines for Grambling State University faculty, staff and students and its various colleges, departments, organizations and units for the proper use of social media including but not limited to Facebook, Flickr, Instagram, LinkedIn, MySpace, Twitter and YouTube.

**II. STATEMENT OF POLICY**

This policy includes unforeseen social media as well as existing social media. This policy will apply to social media accounts authorized by the university to communicate official university business as the institution enhances and improves communication and information sharing with its internal and external audiences, including but not limited to alumni, friends and supporters, students and potential students and others. The policy applies to official and unofficial university social media sites.

The Office of Public Relations and Media Communications strives to be the university's leading and reliable source of communication and information for the university as well as the primary strategist, working with all university administration, faculty, staff and students to provide a clear, consistent and comprehensive communications. This policy is an important part of that ongoing effort.

Social media sites are to be used to provide interactions among various university constituencies, and therefore the use of social media has an important and significant impact on the university's reputation.

- A. Social media accounts must be authorized by the appropriate department head and the Office of Public Relations and Media Communications through the university's Information Technology Center (ITC).
- B. Each social media account must have an approved administrator responsible for managing the account and monitoring its content.

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- C. The name, title, email address and telephone number for each social media administrator must be provided to IT before a social media account is set up. In the case of existing social media accounts, those site administrators must provide the same information to IT.
- D. Each official university social media account's username and password must be provided to IT, including requested accounts and existing accounts.
- E. In all cases on university social media accounts, best practices in an academic and university setting must apply, including using accurate and factual information; correct spellings; proper use of English grammar and not posting confidential information about any individual, unit or the university. This includes following university, University of Louisiana System, State of Louisiana and federal guidelines and requirements to protect the brand, image and name of Grambling State University and related entities.
- F. No official university social media account can be used to endorse a business, cause, political candidate or official or a product without explicit permission from the university president in writing.
- G. Grambling State University's icons, logos, name, signature, trademark, landmarks, buildings and other branding content cannot be used without permission from the Office of Public Relations and Media Communications in writing.
- H. Grambling State University-affiliated alumni and other individuals, chapters, organizations, groups, friends and supporters are strongly encouraged to adhere to this university social media policy.
- I. Confidential or proprietary information about the university, or its employees, students or alumni may not be posted. Applicable federal and state privacy laws (such as FERPA and HIPAA) must be followed at all times. Employees or students who share private or confidential information do so at the risk of disciplinary action up to and including termination, suspension or expulsion.
- J. No material may be posted that would infringe on the intellectual property rights of others (such as copyrights or trademarks).
- K. Personal information (such as addresses, phone numbers, birth dates, class schedules, daily activities, whereabouts, etc.) should not be included in posts.
- L. Personal self-hosted social media sites unrelated to university operations or activities must clearly and prominently state that they do not represent the opinions or views of the university and convey the personal views of the creator.
- M. Users are legally liable for what they post on their own and others' sites.  
(Note: Individual bloggers have been held liable by the courts for commentary

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deemed to be proprietary, copyrighted, defamatory, libelous or obscene.)

N. The university does not screen in advance or routinely review posted content, but reserves the right, in its sole discretion, to remove any content that it considers to be a violation of the terms of this policy or any other campus user agreements that may govern use of the university's network.

O. The university may monitor the activity and accounts of individual users of university computing resources without notice when (1) the user has voluntarily made them accessible to the public (such as by posting to a blog or web page); (2) it reasonably appears necessary to do so to protect the integrity, security or operations of the university and its computing resources, or to protect the university from liability; (3) there is reasonable cause to believe that the user has violated, or is violating this policy or other relevant university policies; or (4) it is otherwise required or permitted by law.

P. In the event that the university believes an employee or student has violated any part of this policy, the university may suspend or terminate the employee's access to university electronic communications systems and equipment. In addition, violation of this policy may subject employees or students to disciplinary action, up to and including termination, suspension or expulsion.

**III. POLICY COMPLIANCE**

All Grambling State University faculty, staff and students are expected to adhere to this social media policy when using official university social media accounts. Non-compliance may lead to disciplinary action, up to and including removal of the content, revocation of social media account administrator responsibilities, deletion of the social media account and/or legal action. Any known or suspected violations should be reported to the Office of Public Relations and Communications.