

GRAMBLING STATE UNIVERSITY SOCIAL MEDIA POLICY

Effective Date: August 27, 2013

Revised Date: October 18, 2022

Responsible Office: Strategic Communications and Marketing (SCM)

Division: University Advancement and Innovation

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, Tik Tok, LinkedIn, 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, current and potential students and other key publics. The policy applies to official and affiliated university social media accounts.

The Office of Strategic Communications and Marketing (SCM) is the official source of communication and information for Grambling State University. SCM serves as a strategic engagement partner, working with all university administration, faculty, staff, and students to provide a clear, consistent, and comprehensive message about initiatives, insight, and impact. This policy is an important part of that ongoing effort.

Social media sites are to be used to provide interactions among various university constituencies to key publics. Because much of what stakeholders consume originate from digital platforms, the use of social media has an important and significant impact on the university's reputation and brand awareness.

A. Official University Accounts

- (a) All official social media accounts representing Grambling State University are maintained by SCM exclusively. Official university information is relayed on these platforms on the accounts listed below:
 - (i) Facebook | <https://www.facebook.com/Grambling1901/>
 - (ii) Instagram | <https://www.instagram.com/grambling1901/>
 - (iii) Twitter | <https://twitter.com/grambling1901>
 - (iv) YouTube | <https://www.youtube.com/user/GramblingStateUniv/>
 - (v) LinkedIn | <https://www.linkedin.com/school/grambling1901/>
 - (vi) TikTok | <https://www.tiktok.com/@grambling1901official>

GRAMBLING STATE UNIVERSITY SOCIAL MEDIA POLICY**B. Approved Social Media Platforms**

- (a) The following social media platforms have been vetted and may be utilized by departments and programs: Facebook | Twitter | Instagram | YouTube | TikTok
 - (i) LinkedIn groups are not allowed and Facebook Groups must be public.
 - (ii) Facebook pages are restricted to the official university page, Recruitment/Admissions, World Famed Tiger Marching Band, and Intercollegiate Athletics
 - (iii) YouTube pages are restricted to the official university page and the World Famed Tiger Marching Band

C. New Social Media Platforms

- (a) New platforms are created and/or experience rapid changes in popularity. Before your region or chapter creates a profile, group, or page on a platform not listed above, contact communications@gram.edu to consult on guidelines specific to the platform you are considering.
- (b) Please allow up to 30 days for a decision. Your request must include the following information: Intended use for the social media platform in question; Target audience; Features/benefits not afforded by the approved social media platforms; and any other information that would be beneficial to decision making.

D. Requesting a social media account

- (a) Social media accounts must be initiated by the appropriate department head/program director and authorized by SCM.
- (b) Before beginning the process, please familiarize yourself with the terms and conditions of the platform you plan to use.
- (c) A content plan should be determined and accompany the request.
- (d) The name of the page must include 'GSU', 'Grambling State' or 'Grambling State University.' Platforms may limit usernames to 15-30 characters. If so, an abbreviated form of the institution may be used. The following are acceptable formats: 'GSU', 'Gram', 'Gram1901' or 'GramFam' can be used (e.g. @gramfamrecruit, @masscommgsu, @gram1901dining) to shorten username length.
- (e) Each social media account must have a designated account manager responsible for maintaining the account and monitoring its content.
- (f) The name, title, department name, email address, and telephone number for each social media account manager must be provided to SCM before an account is set up. In the case of existing social media accounts, those site administrators must provide the same information to SCM.

E. Account Maintenance and Stewardship

- (g) Password/login information should never be shared with third-party agencies, vendors, or service providers for any reason. Inclusion of provision for information of this nature in contractual agreements is strictly prohibited.
- (h) Approved images may be used as the profile photo for the account but must be tasteful and represent GSU in a positive light. Wording or acronyms must be in compliance with spacing requirements for the logo and approved by SCM before use.
- (i) 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

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confidential information about any individual, unit, or the university. This includes the 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.

- (j) No official university social media account can be used to endorse a business, cause, political candidate, or official or product without explicit permission from the Vice President for University Advancement and Innovation in writing.
- (k) 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.
- (l) No material may be posted that would infringe on the intellectual property rights of others (such as copyrights or trademarks).
- (m) Personal information (such as addresses, phone numbers, birth dates, class schedules, daily activities, whereabouts, etc.) should not be included in posts.

F. Personal Accounts

- (a) 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 (e.g. The views expressed on this account are mine alone and do not represent the views of Grambling State University, its leadership, administrative and academic departments, employees or students).
- (b) 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 deemed to be proprietary, copyrighted, defamatory, libelous, or obscene.)

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. Any known or suspected violations should be reported to the Office of Strategic Communications and Marketing.

- A. 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, expulsion or criminal prosecution.
- B. Grambling State University-affiliated alumni and other individuals, chapters, organizations, groups, friends, and supporters are asked to adhere to this social media policy. Failure to do so will result in the account being reported for infringement or impersonation.

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- C. SCM routinely reviews posted content and reserves the right, in its sole discretion, to remove or report 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.

- D. SCM 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.

- E. If an account remains inactive for more than 30 days, SCM will contact the account manager to recommend updates to the page or removal of the account from the platform.

IV. REVISION/REVIEWED HISTORY