

Colorado State University

Social Media Policy

[DRAFT - The CSU Social Media Policy will be presented to Cabinet for final approval. Expected to be approved by the end of the semester.]

Thousands of current and future students, faculty, staff, alumni, and donors are utilizing mediums such as Facebook, Twitter, LinkedIn, Flickr, YouTube, and many others to stay connected. CSU believes that having a presence in these areas will allow the University to broadcast information and interact with a broader public in an enriching way. In order to operate within these mediums effectively, Colorado State has developed a social media policy to ensure that any and all interactions on behalf of CSU represent the University's best interests.

CSU encourages the University community to be actively involved with social media. These guidelines are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct. As the landscape of social media changes, the policy may need to be adjusted.

The Colorado State University Social Media Policy only applies to social media accounts created to represent Colorado State University groups, departments, programs, entities, etc. and does not apply to private individual accounts.

University Officially Recognized Social Media Accounts

The University has established an application process for groups to be recognized by the University as official social media accounts.

All officially recognized social media accounts will be publicly listed by the University [here](#).

CSU's Social Media Leadership Team is housed in the University's Division of Public Affairs and reviews and approves all social media applications. The team is also a resource for the University community for any social media needs.

The following guidelines apply to officially recognized social media accounts. [Click here for online application form and details.](#)

Existing Colorado State University Conduct Policies

Social media users acting on behalf of the University must adhere to all CSU policies and procedures, including:

- Acceptable use: <http://www.acns.colostate.edu/?page=aup>
- Copyright information: <http://www.acns.colostate.edu/?page=copyright>
- IT security policy:
http://wsprod.colostate.edu/cwis24/asp/www.acns/pdf/it_security_policy.pdf
- Personal records privacy and security policy:
<http://www.acns.colostate.edu/?page=prpsp>
- Privacy statement: <http://www.colostate.edu/info-privacy.aspx>
- Web site requirements and guidelines:
http://www.graphicstandards.colostate.edu/index.asp?url=toolbox_web
- FERPA/Privacy policies: <http://registrar.colostate.edu/faculty/ferpa.aspx>
- Faculty and Administrative Professional Manual:
<http://www.facultycouncil.colostate.edu/files/manual/table.html>
- Student Code of Conduct: <http://www.studentaffairs.colostate.edu/policies.asp>

All officially recognized social media accounts will be given a disclaimer to post to the account declaring it as an official Colorado State University social media account and includes a link to CSU's social media policy.

Account Administrators

- All social media accounts officially recognized by CSU will have at least two CSU employees as administrators at all times to ensure the protection of this policy.
 - Should a CSU employee administrator of an account leave the University for any reason or no longer wishes to be an account administrator, it is that individual's responsibility to designate another CSU employee to be an account administrator prior to removing himself or herself from that role.
 - If there are not two employees available to serve as account administrators, a member of the CSU Social Media Leadership Team will serve in that capacity.
 - If there are any problems identifying a new administrator, [contact](#) the CSU Social Media Leadership Team.
- CSU employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible to remove content that may violate the University Conduct Policies. Administrators at any time can [contact](#) CSU's Social Media Leadership Team for consultation.
- Student organizations that wish to create social media accounts that will be officially recognized by the University must be registered through CSU's [Student Organizations Office](#). Unregistered student organizations are welcome to create social media accounts; however, they will not be officially recognized by CSU.

Profile Image/Avatar

- All applicants of officially recognized social media accounts are required to submit the profile image/avatar of each account as part of the application process

to ensure that CSU's branding standards set forth in the [Communicator's Toolbox](#) are upheld.

Content

- Use good judgment about content and respect privacy laws. Do not include confidential information about the University, its staff, or its students.
- You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Representation of your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. You may not use the CSU name to promote any opinion, product, cause, or political candidate. Be sure to include the statement: "this is my personal opinion and not necessarily that of the University" when necessary.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you indemnify and hold the University harmless for any claims resulting from the content.
- While CSU does not regularly review content posted to social media sites, it shall have the right to remove any content for any reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.