

University of St. Thomas Policies

University of St. Thomas General Social Media Policy

Policy Number: G.00.03

SCOPE

All faculty, staff, administrators and students

This Social Media Policy applies to all employees, student organizations, student workers, offices and departments, academic and non-academic of the University of St. Thomas. As members of the University community, we all have a responsibility to conduct ourselves appropriately and take care when communicating about the University in compliance with this policy and any applicable laws. University of St. Thomas has many stakeholders who work diligently to make UST what it is today and hold the keys to its future. Consider these stakeholders and the University when posting material or when participating in social media. If you communicate online about the University or University related matters use good judgment, disclose your relationship to the University, make sure you have all the facts before posting, and ensure you do not disclose confidential or proprietary information.

Generally defined, social media is the use of a website or mobile device to connect publicly with people who share personal or professional interests. Social media sites have become important venues where individuals or groups can share their knowledge and opinions, express creativity, connect and collaborate with others that have similar interests and are readily accessible. Examples of social media include but are not limited to weblogs, blogs, vlogs, Facebook, MySpace, Twitter, LinkedIn, Tumblr, Instagram, Blogger, Wikipedia, Google Plus, Snapchat, and You Tube. Many organizations, including the University of St. Thomas, have their own social media sites and also actively participate in social media on a corporate or organizational level.

Social media changes rapidly and with change brings new challenges and opportunities. This Policy is designed to evolve as new technologies and tools become available. When in doubt, consult with your manager, Vice President, or with MarCom for guidance and clarification.

PURPOSE

Social media are powerful communication tools that have a significant impact on organizational and professional reputations. Because the use of social media may blur the lines between personal voice and institutional voice, the University of St. Thomas has established the following policy to clarify how best to enhance and protect the University, as well as personal and professional reputations, when participating in social media.

Both in professional and institutional roles, employees and student organizations are expected to follow the same behavioral standards online as they would in interacting directly with individuals or representatives from other organizations. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and

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other University constituents apply.

POLICY/PROCEDURE

The following must be adhered to when engaging in Social Media:

Use of Information Technology. Information technology resources (i.e., computers, e-mail, internet access, instant messaging or cell phones) used at work or provided by University of St. Thomas for work related use at home are University property dedicated to achieving St. Thomas' business objectives and any inappropriate use is not acceptable (e.g., using University IT to post offensive material on any Social Media, to publish defamatory remarks about colleagues or customers on any Social Media, or to leak confidential information).

Speaking On Behalf of University of St. Thomas. You should never claim to be speaking on behalf of The University of St. Thomas or to be expressing an official company position in any Social Media unless authorized as a spokesperson by the President, Provost, or MarCom. This especially applies in a crisis situation.

Logos, Copyrights, and Trademarks. Use of Social Media tools to copy, publish, or transmit any material protected by the copyright laws, including copyrights, logos, marks, or brands of institutions is prohibited. The University of St. Thomas maintains brand guidelines on its website and makes available approved brand and logo icons. Use of the University's logo and brand that is not approved or coordinated by Office of Creative Services is prohibited. Be mindful of the copyright and intellectual property rights of others when posting. Unlawful use of another's mark or intellectual property is not acceptable merely because the use occurs on social media.

Ethical Conduct. Prohibited activities and those contrary to any University of St. Thomas policy are prohibited (e.g., harassing, intimidating, offensive, abusive, threatening, menacing or hostile content communicated through Social Media).

Respect Others Privacy. Personal data of others, including pictures, is not permitted to be made available on any Social Media without the other party's consent. Any such information must be removed upon request.

Accurate Information. Communications must be based on current, accurate, complete and relevant data, with anecdotes and opinions being identified as such. Knowingly communicating information that is untrue or deceptive is prohibited and could lead to disciplinary action up to and including termination.

Protection of Confidential Information. Sharing, posting, publishing or otherwise disclosing confidential information, unless you are explicitly authorized to do so, is prohibited. Securities and financial disclosure laws must be respected at all times. Commenting in any capacity on confidential information that may be financial information (e.g., earnings, future business performance, business plans or prospects) is prohibited. If any material or item includes the sentence "for internal use only" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone outside of the University of St. Thomas.

You must follow all applicable federal privacy regulations and laws, including without limitation, the Family Educational Records Privacy Act ("FERPA"), the Health Information

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Privacy and Portability Act (“HIPPA”), and the Gramm Leach Billey ACT (“GLB”), and adhere to all University related policies on privacy and confidentiality. Employees who share confidential information do so at the risk of disciplinary action up to and including termination.

Accountability. You will be held personally responsible for all information you share using Social Media and should remember that anything you post may be public for an indefinite period of time (even if you attempt to modify or delete it).

Email Address: To eliminate any misrepresentation or confusion that you are speaking on behalf of the University, employees are encouraged to use a personal email account that is not affiliated with the University as your primary means of contact when using social media. While the University does not prohibit using your stthom.edu email, use of personal email accounts can serve to avoid unintentional confusion. If a member of the UST community chooses to use their stthom.edu email to post to a social media website, then they need to register with MarCom.

Asking Questions

You are encouraged to ask any questions you may have about this Policy. To learn more about how to use Social Media in accordance with this Policy, contact your manager, Vice President, or MarCom.

Monitoring

Anything transmitted through University of St. Thomas electronic communication systems is subject to this Policy and St. Thomas reserves the right to monitor their use. While the University has no current intention to ban or block access to social media from University systems, it is each person’s responsibility to ensure that their social media use does not interfere with their work commitments or any University-related business activities. Moreover, individuals who conduct personal social media activity through the University’s equipment (personal computers, laptops, University provided androids or other devices) or systems should have no expectations of privacy with respect to such postings. University property and resources are reserved for University-related business in accordance with the University’s Information Technology policies.

Reporting and Investigation

Contact your manager or a Human Resources representative to report known or suspected violations of this Policy. All good faith allegations of violations of this Policy will be fully and confidentially investigated and are expected to cooperate in good faith with all investigations of alleged Policy violations.

Discipline and Other Consequences

Individuals who violate this Policy will be subject to appropriate disciplinary action or other remedial measures up to and including termination of employment and in the case of student organizations, loss of position and social media privileges, if warranted under the circumstances and permissible under applicable law. Reported or determined violations of this policy will be reviewed by MarCom in conjunction with Human Resources and the employee’s appropriate manager.

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APPROVED: Dr. Robert Ivany

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