POL 06.15.03
Social Media Policy

Authority: Chancellor

History: First Issued: January 28, 2022

Related Policies:
- UNC Pembroke POL 08.00.05 - Acceptable Use Policy
- UNC Pembroke REG 08.00.02 - Access to Employee Electronic Files and Media Regulation
- UNC Pembroke POL 06.15.02 - Coordination of University Image, Brand and Advertising Policy
- UNC Pembroke POL 06.15.01 – Media Policy
- UNC Pembroke POL 07.45.01 - Misuse of State Property Policy
- UNC Pembroke POL 08.00.03 - Network Management and Usage Policy
- UNC Pembroke POL 04.05.02 - Solicitation on University Property Policy
- UNC Pembroke POL 05.30.01 - Unlawful Workplace Harassment Prevention Policy

Additional References:
- UNC Pembroke Copyright Statement
- UNC Policy Manual and Code 1300.8 - Free Speech and Free Expression Within the University of North Carolina
- North Carolina General Statute §132-1 – Public Records
- UNC Pembroke Publications & Style Guide
- UNC Pembroke Recognized Social Media Account Registration Form

Contact Information: Chief Communications and Marketing Officer - Phone: 910.521.6863

1. PURPOSE

1.1 UNC Pembroke (UNCP) encourages the official use of social media to communicate with audiences and institutional stakeholders including students, potential students, parents, employees, alumni, visitors and others. This policy and its supporting guidelines establish the procedures for creating and managing a presence or participating in social media in an official capacity on behalf of the university and its departments and divisions.

1.2 Social media tools can bring tremendous value to the work of the university. Individuals, departments, units and programs use such tools as social networking sites, media sharing sites, and blogs/microblogs to accomplish their strategic goals. These technologies offer effective ways to engage with constituents worldwide and provide a powerful vehicle to leverage those relationships.

1.3 This policy defines the rules and procedures for the use of official and Recognized University Social Media Accounts (as defined in Section 2.3) to ensure that university-sponsored social media is both legal and in compliance with university policies.

2. DEFINITIONS

2.1 Social Media: A software system or service provided via the Internet used to communicate and share information between people through interactions with video, audio, text or multimedia. Examples include, but are not limited to: Facebook, Twitter, Google Plus, Flickr, Pinterest, Tumblr, Instagram, Linkedin, YouTube and other similar services as well as those not in existence at the time of the adoption of this policy.

2.2 University Brand: Includes the university name, trademarks, seal and logos, as well as key brand elements including signature colors, and official department logos.

2.3 Recognized Social Media Account: A UNCP social media account that has met the requirements set forth in this policy.

2.4 Account Administrator: A person(s) with administrative responsibilities who has privileged access to add, remove or update social media related content on a social media account in addition to access of the account credentials. Account administrators must act in the best interest of the university.

2.5 Copyright: A form of intellectual property law protecting original works of authorship including literary, dramatic, musical and artistic works. A copyright does not protect facts, ideas, systems or methods of operation – only the way these objects may be expressed.

2.6 Access Information: A username and password or any other security information that protects access to a recognized social media account.

3. SCOPE

3.1 This policy applies to all university employees, including faculty and staff, and to anyone posting content and comments to any recognized UNCP site. University Communications and Marketing (UCM) is responsible for the enforcement of this policy and is a resource to the university community for launching social media initiatives.

3.2 This policy does not preclude more restrictive measures for academic or administrative units that have different needs.

3.3 UNCP supports social media efforts and coordinates them through UCM. Individuals who manage social media accounts on behalf of the university must adhere to institutional policies and follow the standards and best practices recommended by UCM to use social media tools effectively enhancing the image and communications efforts of the university.

4. USE OF RECOGNIZED SOCIAL MEDIA ACCOUNTS

4.1 General use: All recognized university social media accounts must adhere to state and federal laws and regulations, and university policies. Only public information may be posted on

recognized university social media accounts. Recognized university social media accounts must not contain sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and National Collegiate Athletic Association (NCAA) Regulations, as applicable. Any sensitive personal information or other confidential information posted on a recognized university social media site must be removed by the account administrator as soon as possible upon discovery.

4.2 Professional expectations and guidelines apply when posting on recognized social media accounts as well as when interacting with students, parents, alumni, media and other UNCP constituents on the social media platforms. Unless specifically instructed, employees are not authorized to speak on behalf of UNCP. (See UNCP POL 06.15.01 - Media Policy) Employees should have no expectation of privacy whatsoever in any kind of information or communications transmitted to, received or printed from, or stored or recorded on UNCP's electronic information and communications systems.

4.3 The university is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, the university will not tolerate any activity or posting on a recognized social media site that loses First Amendment protection such as any unlawful, defamatory, or obscene activity or posting. The university reserves the right to remove any such posting without notice. The university also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action.

4.4 All recognized university social media accounts must respect intellectual property rights, federal Copyright law and university policies.

4.5 Employee Use – When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a university representative, employees must comply with applicable university policies governing employee behavior and acceptable use of electronic and information resources. (See UNCP POL 06.15.01 - Media Policy)

4.6 Requirements apply to all university social media accounts: To become a university-recognized social media account, complete the required form.

4.6.1 All recognized social media accounts must support the university's mission, goals, programs and sanctioned efforts.

4.6.2 All applications for recognized social media accounts must comply with approved university branding provided by UCM. Graphic assistance can be provided by UCM. (See UNCP POL 06.15.02 - Coordination of University Image, Brand and Advertising Policy)

4.7 Account administrators are responsible for removing content that violates the respective terms and conditions of the platform or this policy. Content moderation guidelines, including a link to this policy, should be prominently displayed on all university social media accounts.

4.7.1 Except when posted content violates this policy, account administrators must consult first with UCM if removing posts or blocking users from posting.

4.7.2 When removing posted content and/or blocking a user, account administrators will document the violating comment and instance as well as the decision to remove the content.

4.7.3 The social media platforms promote and disseminate information about UNCP news, initiatives, events, media, and other announcements, and are limited public forums for discussion with and among users about the posted news, initiatives, events, media, and other announcements. UNCP does not discriminate based on viewpoint, but may remove comments, messages, and other communications (hereafter "Comments,") and restrict access to users who violate our policy and guidelines. While open discussion about the topics posted is encouraged, account administrators are authorized to moderate discussion on recognized social media accounts and to remove comments that contain:

4.7.3.1. Profanity, nudity or obscenity

4.7.3.2. Comments that promote, foster or perpetuate discrimination against protected classes

4.7.3.3. Sexual harassment

4.7.3.4. Conduct or encouragement of illegal activity

4.7.3.5. Spam or comments that include links to external online sites

4.7.3.6. Solicitations of commerce or advertisements, including promotion or endorsement

4.7.3.7. Promotions of particular services, products or political candidates or organizations

4.7.3.8. Comments that violate the terms of use or community guidelines of the social media platform

4.7.3.9. Information that may tend to compromise the safety or security of the public or public system

4.7.4 UCM has the right to take over access or remove administrative privileges to all recognized social media accounts.

4.8 The university does not prescreen posted content, but UCM has the right to remove any content for reasons including but not limited to consistency with this policy, guidelines and/or the values of the university.

4.8.1 The university assumes no responsibility for user comments, screen names, nor any information they post. Third-party content shared on UNCP social media does not constitute an endorsement, nor reflect the views of UNCP. Likewise, user accounts followed by recognized UNCP platforms do not constitute endorsements of those users, nor of the content they post.

4.9 Account administrators must follow federal accessibility guidelines for all social content to ensure that the information is accessible and usable by people with the widest range of capabilities possible. Accessibility requirements apply to the content on the social media tool,

not the features of the tool. Therefore, if the recognized university social media account does not use an inaccessible feature, it is not in violation of accessibility requirements. It is the responsibility of the account administrator to ensure social media content is fully accessible.

4.10 Content posted by the university or the public on a recognized university social media account may be subject to the State of North Carolina Public Records Act. Account administrators are responsible for ensuring compliance with all applicable record retention requirements for content posted on their sites.

5. USER AGREEMENTS FOR SOCIAL MEDIA ACCOUNTS

5.1 To ensure adherence to this policy, a UNCP employee must be registered as an account administrator at all times.

5.2 Should a UNCP employee account administrator leave the university for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another UNCP employee to be an account administrator and remove the former employee's administrative permissions to the site. Whenever possible, a department should appoint two individuals to act concurrently as account administrators for a social media site representing UNCP.

5.3 If there are not two employees available to serve as account administrators, a member of the UCM team may serve in that capacity for continuity purposes upon request.

5.4 UNCP employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts.

5.5 Use of students in management of platforms requires staff/faculty oversight in a manner appropriate to your standard operating procedure.

5.6 Account administrators should not engage in personal activity under the guise of any recognized university social media account.

5.7 Account administrators are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or university policies.

5.8 Administrators are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic.

5.9 Account administrators should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is the administrator's duty to stay up to date.

6. SOCIAL MEDIA DURING CRISIS

6.1 Crisis communication will come directly from UCM, the Office of the Chancellor and Campus Safety offices. Information relating to a current emergency event on campus should not

be posted by users or account administrators unless expressly instructed to do so by the UNCP Police and Public Safety Department or Chief Communications & Marketing Officer. (See UNCP POL 06.15.01 - Media Policy)   However, sharing content posted by any accounts managed by the offices above is encouraged.

6.2 All information discovered on social media platforms crucial to the safety of UNCP students, faculty or staff, must be given to UNCP Police and Public Safety Department immediately by calling 910.521.6235.

6.3 Account Administrators must contact UCM if their accounts are hacked or are experiencing viral negativity by calling 910.521.6533.

7. SANCTIONS FOR VIOLATING POLICY

7.1 Persons in violation of this policy are subject to a full range of sanctions, including, but not limited to, disciplinary action or dismissal from The University of North Carolina at Pembroke. Any sanctions against employees will be imposed through procedures consistent with any applicable state, UNC System Office and federal regulations. Some violations may constitute criminal or civil offenses, as defined by local, state and federal laws, and the university may prosecute any such violations to the full extent of the law.