



**Framingham**  

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**State University**

## **Social Media Participation Policy**

<i>Applicability:</i> All employees	<i>Policy Owner:</i> University Communications
<i>Approved by:</i> Executive Staff	<i>Approved on:</i> February 2019

## 1. POLICY STATEMENT

Social media<sup>1</sup> content posted by FSU employees can impact FSU’s reputation and public perception in positive or negative ways. FSU employees and stakeholders must exercise sound judgment and common sense, adhere to FSU’s core values, and observe all applicable policies and regulations<sup>2</sup> when communicating via social media.

This Social Media Policy defines the appropriate use of social media technologies by Framingham State University (FSU) staff, faculty, affiliates, contractors, partners and other internal stakeholders who are covered by FSU general policies. This policy covers activity while an individual either is conducting official FSU business or is representing themselves in social media as being an employee of FSU.

## 2. ASSIGNED ROLES

<b>Role</b>	<b>Assigned Responsibilities</b>
All employees	Adhere to the rules and best-practices stated in the <i>FSU Social Media Policy</i> (this document) when posting any user-generated content.
FSU site administrators	Manage FSU content and social media sites according to FSU policy and procedures.
Director of Communications	Issue emergency communications on behalf of FSU.

<sup>1</sup> Social media refers to websites, online tools, and other online media or applications which allow users to interact with each other by sharing information. It may involve the building of communities or networks, and invites participation and engagement. Social media can include text, audio, video, images and other multimedia communications and includes, but is not limited to, social media and social networking websites (such as Facebook, Twitter, LinkedIn, Instagram, Flickr, and YouTube), blogs, forums and community discussion groups or boards, and online publishing platforms.

<sup>2</sup> Applicable regulations include Federal Trade Commission regulations (e.g., the CAN-SPAM ACT), federal copyright law (Digital Millennium Copyright Act), and FERPA (Family Educational Rights and Privacy Act), as well as any social platforms’ Terms of Services.

### **3. RULES, RESPONSIBILITIES, AND PROHIBITIONS**

*All FSU employees and stakeholders must:*

- Treat all social media users with respect, regardless of whether or not they are members of the FSU community;
- Not engage in any form of harassment or discrimination;
- Protect institutional values, brand representation, and proprietary and confidential information;
- Observe copyright law and avoid plagiarism;
- Practice ethical behavior;
- Only post content related to University business, events, programs and/or services;
- Not promote individual opinions or causes which are not directly related to Framingham State purposes.

*Site administrators must:*

- Remove advertisements from private companies soliciting students with special offers.
- Remove vulgar or inappropriate material posted on any of its social media sites.
- Ban users from a site who post vulgar or inappropriate material on more than one occasion. Consider whether or not reporting the user on the given platform may be appropriate/necessary.
- Update content on an ongoing basis to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. A stale page may cause more damage to the image of the University than having no page at all. If a page was developed and is not being used frequently/deemed unnecessary, the site administrator should take the necessary steps to have it removed from the host network (Facebook, Twitter, etc.)
- Develop posts which are short and written in active voice. The style and tone should be direct, positive and geared toward the page's target audience.
- Refrain from posting about an ongoing emergency, except in the case of sharing or re-tweeting posts that come directly from the primary University accounts overseen by the Director of Communications.

Please note: the above rules, responsibilities and prohibitions apply to institutional, departmental, and organizational use. Please see *Social Media Tips and Best Practices for Professional & Personal Use*.

The University is committed to fostering an educational environment that encourages a wide diversity of thoughts, ideas, and opinions. However, the University will not tolerate any activity or posting on an official University social media site that is deemed unlawful or defamatory. The University also reserves the right to block users, remove posts, or restrict access to a page if a user violates FSU policies. We encourage everyone to share their opinions in a thoughtful and respectful manner by asking questions and encouraging conversation.

#### 4. EMERGENCY COMMUNICATIONS

All social media communication during an active emergency should only be posted by the Director of Communications through the primary University social media accounts:

- Facebook: [www.facebook.com/FraminghamStateUniversity](http://www.facebook.com/FraminghamStateUniversity)
- Twitter: <https://twitter.com/FraminghamU>

Information regarding an emergency may be posted to a departmental account only if it is shared or re-tweeted directly from the accounts listed above.

#### 5. ORGANIZATION OF SOCIAL MEDIA PROPERTIES

Framingham State University organizes its use and management of social properties into three categories:

- **Core:** Official properties developed and managed by the FSU core team and its partners.
- **Sanctioned:** Proposed and approved by the FSU core team, sanctioned properties are deemed “official” and are developed and managed by FSU centers, institutions, and stakeholders with the support of the FSU core team.
- **User-generated:** Unofficial properties developed by FSU stakeholders that have not been proposed to or approved by FSU. The FSU core team recognizes that these properties exist but does not provide support or endorsement unless requested, proposed, and approved by the core team.

#### 6. RELATED DOCUMENTS

<i>Document Name</i>	<i>Publisher</i>
<i>Acceptable Use Policy</i>	FSU

#### 7. ENFORCEMENT OF POLICY VIOLATIONS

Failure to comply with this policy, intentionally or unintentionally, may result in one or more of the following:

- Termination, without notice, of access privileges to information and technology resources.
- Disciplinary action, up to and including termination of employment.
- Civil or criminal penalties as provided by law.

## 8. REVISION HISTORY

*Policies must be reviewed annually by the policy owner. If a policy has been revised, then it must have all necessary approvals before being published. In the last column, indicate whether the activity was a review or a revision; if a revision, summarize the changes.*

<b>Date</b>	<b>Name and Title</b>	<b>Annual Review or Revision Summary</b>