SUMMARY:

The use of blogs, social networks, and websites such as Wikipedia, Facebook, Twitter, LinkedIn, Flickr and YouTube is increasingly common for University communicators and these tools have the potential to create a significant impact on organizational success and reputation. This policy applies to all social media platforms hosted by Coastal Carolina University faculty, staff, students and alumni for official business purposes of the University. Coastal Carolina University has developed this policy that seeks to properly portray, promote and protect the institution.

POLICY:

I. POLICY

A. This policy requires that all social media accounts representing Coastal Carolina University shall:

1. Be reviewed and approved by the Office of University Communication;

2. Have two designated administrators assigned to each social media account, where applicable;

3. Include a disclaimer, in the prescribed form, regarding content and opinions contained on the site;

4. Be subject to review by University administration. Inappropriate, offensive, injurious and illegal content, or such conduct that is reflected on the site, may be removed by the University and the account may be modified or terminated; and

5. Apply best practices for social media accounts.
B. Exemptions

This policy applies specifically to social media accounts created for the express purpose of representing Coastal Carolina University groups, departments, programs, entities and events and does not apply to private social media accounts.

University employees acting in an individual capacity should communicate clearly that they are not acting in a representative capacity, or expressing the views of the University. University employees should be mindful that if readers see an affiliation with the University, they may view your words as representing the University, even if you provide a disclaimer saying your views are your own.

II. PROCEDURES

A. Use good judgment about content. Respect privacy and copyright laws; refrain from using information and conducting activities that may violate local, state, or federal laws and regulations. Do not include confidential or proprietary information about the University, its faculty, staff or students.

B. You may not use the Coastal Carolina University name to promote personal opinion, product, cause or political candidate. Representation of your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. When appropriate, University employees are encouraged to include a statement: "This is my personal opinion and not necessarily that of the University."

C. 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.

D. The University entity responsible for developing and/or managing the social media account is also responsible for monitoring the site. It is recommended that two full-time University employees serve as administrators of the account and be responsible for removing content that may violate this or any other University policy.

E. The University shall have the right to remove any content for any reason, including but not limited to, content that deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

F. 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.

G. All marks representing the University must be in accordance with University graphic standards found on the Office of Communication website (http://www.coastal.edu/universitycommunication/marketing/standards.html).
III. EXISTING COASTAL CAROLINA UNIVERSITY CONDUCT POLICIES

A. Social media users acting on behalf of the University must adhere to Family Educational Rights and Privacy Act (FERPA), Health Information Act (HIPA) and all University policies, found through the following links:

1. FERPA: http://www.coastal.edu/registrar/ferpa.pdf

2. Health Information Privacy Act: http://www.hhs.gov/ocr/privacy/


B. All approved University social media accounts must include the following statement: “This site is an approved social media account for Coastal Carolina University. Click here to view the University’s social media policy.”

C. The Office of Communication will maintain a website for social media that includes the process for approval of social media accounts, a list of approved sites and the contact information for the relevant administrators, as well as a link to this policy.

IV. ADVERTISING

A. Coastal Carolina University does not endorse any product or service, opinions or content from third parties that may be displayed on the social media site.

B. University departments wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies governing University marketing and the procurement and contracting considerations related to such services. http://www.coastal.edu/universitycommunication/marketing/advertising.html

C. Because most, if not all, social media sites require a “clickwrap” agreement (online contract that can be accepted by clicking “Yes” or “I accept”), University employees generally do not have the authority to place advertising without administrative approvals. Requests for approval should be directed to the Office of Communication. Such agreements require legal review and approval from the appropriate vice president or his or her designee. To ensure that an advertisement targeted to an external audience is consistent in message and design with all other University communications, all advertising relating to and/or paid for by Coastal Carolina University must be placed and tracked through the Office of University Communication.

For more information, contact the Office of University Communication.