



JU Social Media Policy

Overview

Jacksonville University recognizes that the Internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media.

Jacksonville University supports the use of social media by faculty, staff, students, alumni and other University stakeholders. However, we also recognize that social media sites are powerful communications tools that can have a significant impact on our organization's reputation and us individually. Therefore, we want to make sure that you – our social media users – are aware of your rights and boundaries when using social media. This Policy is intended to help clarify how best to enhance and protect our organization and our personal and professional reputations when participating in social media.

Section 1: General Provisions

Social media is technology that enables online users to interact and share information publicly or privately with one another. Examples include but are not limited to audio, video or wiki postings, sites such as Facebook, LinkedIn, YouTube, Reddit, Google+ and Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with Jacksonville University.

In both the professional and institutional roles, employees need to follow the same behavioral standards online as they do in real life. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, media and other Jacksonville University constituents apply online as in the real world. For instance, unless specifically instructed, employees are not authorized to speak on behalf of Jacksonville University; employees are expected to protect the privacy of the University and its employees, faculty members and students; and employees are prohibited from disclosing personal employee and non-employee information and any other proprietary and nonpublic information to which employees have access; 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 Jacksonville University's electronic information and communications systems; and finally, all employees must comply with the IT Policy: (<https://www.ju.edu/it/docs/Policies-and-Procedures-Rev-0921.pdf>) regarding the use of Jacksonville University's property and resources.

Section 2: Policies for Social Media Sites

This section applies to all Jacksonville University-related blogs and social networking entries, including those used and maintained by the Schools.

Business Use of Social Media Sites



- Only authorized employees can prepare and modify content for Jacksonville University's blog located on www.wavemagazineonline.com and/or the social networking entries located on Facebook, Twitter, and Instagram. Content must be relevant, add value, and meet at least one of the specified goals or purposes developed by Jacksonville University. If uncertain about any information, material or conversation, discuss the content with your manager.
- The office of Marketing and Communications must have the login information to all business/school social media accounts.
- All employees must identify themselves as employees of Jacksonville University when posting comments or responses on the University's blog or on the social networking site.
- When posting, you must be mindful of the copyright and intellectual property rights of others and Jacksonville University. Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on Jacksonville University's blog.
- All of Jacksonville University's other policies that might apply to use of social media remain in full force and effect. You should always adhere to these other policies when using social media, including but not limited to those described in the Jacksonville University Employee Handbook (<https://www.ju.edu/humanresources/docs/ju-employee-handbook.pdf>) and the Faculty Handbook (<https://www.ju.edu/ctl/docs/FacultyHandbook2010-JACKSONVILLEUNIVERSITYupdate8.2012docx.pdf>).
- Each School and its respective departments are responsible for ensuring all official blogging and social networking information complies with Jacksonville University's written policies. The University is authorized to remove any content that does not meet the rules and guidelines of this policy or that may be illegal or offensive. Removal of such content will be done without permission of the blogger or advance warning.
- If you create content for Jacksonville University you must attend a Social Media Training. Lunch and Learns and individual trainings are offered.
- Jacksonville University expects all guest bloggers on official University sites to abide by all rules and guidelines of this policy. Jacksonville University reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. Jacksonville University also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.
- If your job duties require you to speak on behalf of Jacksonville University in a social media environment, you must still seek approval for such communication from your manager, who may require training before you do so and impose certain requirements and restrictions with regard to your official social media activities. Likewise, if you are contacted for comment about Jacksonville University for publication, including in any social media outlet, you must direct the inquiry to your manager and must not respond without written approval.
- When posting on official Jacksonville University social media sites employees should always strive to protect Jacksonville University's institutional voice by remaining professional in tone and in good taste. Consider this when naming pages or accounts, selecting icons or pictures or content to post.

Personal Blogs and Use of Social Networking Sites

Jacksonville University respects your right to write personal blogs and use social networking sites and does not want to discourage employees from self-publishing and self-expression. Employees are expected to follow the guidelines and policies set forth below to provide a clear line between you as the individual and you as the employee.

- On personal sites, if you choose to identify yourself as a Jacksonville University employee, please understand that some readers may view you as a spokesperson for Jacksonville University. Make it clear in your social media postings that you are speaking on your own behalf. It is recommended that you also include a disclaimer that your views do not represent those of your employer. For example, consider such language as "the views in this posting do not represent the views of my employer".
- Write in the first person and use your personal e-mail address when communicating via social media.
- Photographs posted on social media sites can be easily appropriated by visitors. Consider adding a watermark or finding other methods to protect your intellectual property. Remember if it is not your intellectual property you should be mindful of the copyright and intellectual property rights of others and of Jacksonville University. For guidance, consult the Jacksonville University Intellectual Property Policy (https://www.ju.edu/provost/docs/JU_Intellectual_Property_Policy_Final_Draft4.pdf).
- If contacted by the media or press about their post that relates to Jacksonville University's business, employees are required to speak with their manager before responding. Managers should contact the office of Marketing and Communications to come up with a plan to address the request.
- If you have any questions relating to this Policy, your personal blog, or social networking, ask your manager or supervisor, or reach out to the office of Marketing and Communications.

Section 3: Best Practices

This section applies to those employees who are authorized to post on behalf of Jacksonville University; however, the guidelines may be helpful for anyone posting on social media in any capacity.

Think Before Posting: Privacy does not exist in the world of social media. You are personally responsible for what you communicate in social media, unless you are authorized by Jacksonville University to do so. Remember that what you publish might be available to be read by the masses (including the company itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.

Be respectful: Be respectful, professional and honest in your communications. If you communicate about your work or Jacksonville University in general, you should disclose your connection to and role at Jacksonville University.

Remember your audience: Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, employers, peers and colleagues. Consider this before publishing. If you are uncertain or



concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your manager.

Strive for accuracy: Use good judgment about what you post. Always strive to be accurate in your communications about Jacksonville University and remember that your statements have the potential to result in liability for yourself and Jacksonville University.

Protect Jacksonville University's Goodwill, Brand and Business Reputation: Remember to treat Jacksonville University's valuable trade secrets and other confidential information and intellectual property accordingly and not to do anything to jeopardize them through your use of social media. In addition, you should avoid misappropriating or infringing the intellectual property of other companies and individuals, which can create liability for yourself and for Jacksonville University. For guidance, consult the Jacksonville University Intellectual Property Policy (https://www.ju.edu/provost/docs/JU_Intellectual_Property_Policy_Final_Draft4.pdf).

Section 4: Compliance with Jacksonville University's Policies

Jacksonville University reserves the right to investigate and respond to all reports of violations of its policies. Employees who violate this Policy and/or any other related policies do so at the risk of disciplinary action, including, without limitation, up to termination. This is a living document which will be updated from time to time as the social media landscape continues to evolve. Please contact JU's Social Media Manager Katie Jackson (kjackso21@ju.edu) with any feedback.