

## **Albizu University Social Media Guidelines**

1. To avoid major mistakes which could result in reputational, legal, and ethical issues, and misuse/abuse of well-functioning social media relationships, potential risks must be managed through a common-sense approach and framework and the proactive monitoring of the development of such applications.
2. Social media use should not interfere with employee's responsibility at the University. The University's computer systems are to be used for University business purposes only. When Using the University's computer systems, use of social media for business is allowed (e.g., University Facebook, University Instagram, University blogs), but personal use of social media networks or personal blogging of online content is prohibited and will result in disciplinary actions.
3. In personal posts, you may identify yourself as University faculty or staff member. However, a disclaimer must be posted stating that the content being shared are your own personal views and that you are not speaking as a formal representative of the University. If you identify yourself as a member of the University community, ensure your profile and related content are consistent with how you wish to present yourself to your colleagues.
4. If employees publish content after-hours that involves work or subjects associated with the University, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the University's positions, strategies or opinions."
5. Do not post confidential or proprietary information about the University, its students, its alumni or fellow employees on personal social media accounts. Use good ethical judgment and follow university policies, laws, state and federal requirements.
6. Do not discuss situations involving named or pictured individuals on a social media site without their express written permission. As a guideline, do not post anything that otherwise would not be presented in any public forum.
7. Do not use the University's proprietary names or logos or make any commercial endorsements that may be interpreted as being made by the University. Do not use the University signature block, academic logo, athletic logo or any other University marks or images on personal sites where you are making a profit or advocating a cause or agenda not approved and authorized by the University. Do not use the University's name or logo to promote or endorse any product, case, political party or candidate, personal opinions, or non-University services.
8. Do not use pseudonyms. Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors.

9. Always respect your Audience. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the University's community. Always demonstrate and portray proper consideration for others' privacy and for topics that may be considered sensitive - such as politics.
10. Any instance of cyberbullying toward any other member of the University will not be acceptable whether it be from an official University account or from a personal account. This includes any violations of local, state, or federal laws. Cyberbullying includes harassment, threats, intimidation, coercion, and/or any other conduct that by design, intent, or recklessness places another individual in reasonable fear of physical harm or creates emotional distress in which others are unable to reasonably conduct or participate in work, education, research, living, or other activities.
11. The use of social media must follow all applicable federal and state laws as well as system and University regulations and policies. Federal laws such as FERPA and HIPAA must be followed along with all applicable regulations. Any content and/or online activity created by an individual or site moderator that violates these ordinances or contains/leads to the release of a student's private personal information is strictly prohibited and will be removed.
12. Use of personal devices, such as laptops, tablets and mobile telephones to access social media websites while at work may be governed by other policies and/or regulations set forth by the Department of Human Resources. Employees must adhere to those policies.
13. An express written approval from the University must be secured before embarking on a public campaign using social media.
14. Links, cites or direct reference to source material are required. This will help reduce the possibility of misinformation and it will increase traffic.
15. All content must be reviewed for accuracy, with special attention to spelling and grammar. The content may not violate University, state or federal laws and regulations, specifically those related to protected classes of individuals.
16. Privacy settings must be set to ensure maximum privacy and publishing of updates only to the intended audiences.
17. Communications through social media must not breach confidentiality; reveal confidential intellectual property or information owned by the University; give away confidential information about an individual (such as a colleague or partner contact) or organization (such as a partner institution); discuss the University's internal workings (such as agreements that it is reaching with partner institutions/customers or its future business plans that have not been communicated to the public); do anything that could be considered discriminatory against, or bullying or harassment of, any individual; make offensive or derogatory comments relating to sex, gender, race (including nationality), disability, religion or belief, sexual orientation or age; not be used to bully another

individual; or post images or links to contents that are somehow discriminatory, illegal, pornographic, unprofessional and/or offensive.

18. Communications through social media must not bring the University into discredit; criticize or argue with students, customers, colleagues, partners, or competitors; make defamatory comments about individuals or other organizations or groups; or post images that are inappropriate or links to inappropriate content.
19. Communications through social media must not bring breach copyright; use someone else's images or content without permission; or fail to give acknowledgment where permission has been given.
20. Maintain clear lines between professional and personal social media activities.
21. Avoid using the University's name to promote or endorse any product, cause, religious view, political party, candidate, etc.
22. Avoid using the University's name in connection with comments, photos, videos or images that could be interpreted or perceived as slurs, demeaning, inflammatory, illegal, unduly suggestive, sexual innuendo, inappropriate or otherwise contrary to the University's Mission.
23. Remember that libel laws are in effect even when your social media accounts are set to "private."
24. Refrain from posting content such as images or medical records that represent a breach of confidentiality.
25. Maintain appropriate boundaries. (For example, professors should not "friend" their students and health professionals should not "friend" patients on their personal accounts.)
26. Be advised that personal information can be used to perpetrate identity theft which can compromise the security of students, employees, and the institution.
27. When in doubt, don't post.
28. Any use of social media that breaches this guidelines or in any way threatens the safety of the University community, in general, or of any of its members, is maliciously false, exhibits a lack of moral character, and/or is unlawful or a violation of University policy, may result in disciplinary action, which depending on the gravity of the fault, may be a written warning, temporary suspension, termination of employment or contract, dismissal from the University, filing of civil actions against and/or referring the case for the government authorities for the filing of criminal charges. The University shall investigate and respond to all reported concerns about social media use or content. Disciplinary procedures shall be conducted according to the applicable internal regulation depending on who's being charged with the fault. In any case, the University shall have the right to issue

a summary suspension, while an administrative investigation is conducted and completed, to anyone who breaches this Policy when the University have grounds to believe that the life, integrity or security of someone is at risk.