



University of Colorado  
Colorado Springs

## UCCS CAMPUS POLICY

**Policy Title: Social Media Policy**

**Policy Number: 800-002**

**Policy Functional Area: University Advancement**

|                                   |   |
|-----------------------------------|---|
| Effective:                        | June 20, 2011   |
| Approved by:                      | Pam Shockley–Zalabak, Chancellor                      |
| Responsible Vice Chancellor:      | Administration & Finance (VCAF)                       |
| Office of Primary Responsibility: | VCUA  |
| Policy Primary Contact:           | Office of the VC University Advancement, 719-255-3176 |
| Supersedes:                       | N/A   |
| Last Reviewed/Updated:            | June 20, 2011   |
| Applies to:                       | Faculty, Staff, and Students.                         |

Reason for Policy: This policy establishes the requirements for creating or using social media for the University of Colorado Colorado Springs.

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### I. INTRODUCTION

The University of Colorado Colorado Springs (“UCCS” or “University”) recognizes that *Social Media* platforms provide unique opportunities to participate in interactive discussions and share information. However, the use of *Social Media* can pose risks to the University’s confidential and proprietary information, reputation, and can compromise the University’s compliance with laws and regulations. This policy establishes requirements for colleges, departments, organizations, clubs, employees, and students who create an *Official UCCS Social Media Site* or use *Social Media* for *Official UCCS Communications* to minimize these risks.

Because of the emerging nature of *Social Media*, this policy does not attempt to name every current and emerging platform. Rather, it applies to those *Social Media* platforms cited and any other online platform available and emerging including social networking sites and sites with user-generated content. Examples of *Social Media* include but are not limited to the following:

- YouTube
- Facebook
- LinkedIn
- Twitter

- Blogs
- Professional and Institutional list-serves

## II. POLICY STATEMENT

### A. Approval for an Official UCCS Social Media Site.

1. Official UCCS Social Media Sites must be initiated, developed and authorized through the UCCS Office of University Advancement. Any Official Social Media Sites or pages which do not receive prior authorization will be subject to review when discovered and may be amended or removed.
2. Official UCCS Social Media Sites may have pages or content areas that are assigned to departments, divisions, organizations or programs at UCCS.

### B. Content Owner.

1. University departments, programs, student groups, or others who create and maintain an approved Official UCCS Social Media Site, are responsible for naming a Content Owner who is responsible for monitoring and maintaining the site.
2. The Content Owner's responsibilities include the following:
  - a. Monitoring content for correctness and accuracy.
  - b. Monitoring communications for acceptability in the UCCS workplace and campus community.
  - c. Protecting confidential information and intellectual property rights of others and the University. Proprietary or confidential financial, intellectual property, confidential student information or other sensitive or private content may not be posted.
  - d. Monitoring and removing content that is illegal, obscene, defamatory, harassing, discriminatory, threatening, infringing on the intellectual property rights of others, or an invasion of privacy.
  - e. Obtaining the expressed consent of all involved parties prior to distribution or publication of recordings, photos, images, videos, text, slideshow presentations, artwork and advertisements whether those rights are purchased or obtained without compensation.
  - f. Monitoring content for compliance with all federal and state laws, regulations and university policies and removing content that does not comply.
3. Content Owners are required to sign a Content Owner Terms and Conditions Form prior to creating an Official UCCS Social Media Site or using Social Media for Official UCCS Communication. The executed form will be maintained by the UCCS Office of University Advancement.

- ### C. Use of Social Media. Social Media may be used by faculty and staff for teaching and educational purposes. However, the use of Social Media may not be a required component of any course or educational program. Any such use of Social Media by students, faculty, and staff, must be completely voluntary.

### III. KEY WORDS

- A. Content Owner
- B. Official UCCS Communications
- C. Official UCCS Social Media Site
- D. Social Media

### IV. RELATED POLICIES, PROCEDURES, FORMS, GUIDELINES, AND OTHER RESOURCES

- A. Administrative Policy Statements (APS) and Other Policies

[Regent Policy 1.C. Principles of Ethical Behavior](#)

[Regent Policy 10.I. Political Participation by the University Community](#)

[Regent Policy 14.A. Use of University Seal](#)

[APS 6002 – Electronic Communications](#)

[APS 5012 – Conflict of Interest and Commitment](#)

[UCCS Policy 100-02 Campus and Mountain Lion Logo](#)

[UCCS Policy 700-02 Responsible Computing](#)

[UCCS Policy 300-017 Discrimination and Harassment](#)

- B. Procedures

- C. Forms

UCCS Content Owner Terms and Conditions

- D. Guidelines

UCCS Social Media Guidelines

- E. Other Resources (i.e. training, secondary contact information)

- F. Frequently Asked Questions (FAQs)

### V. HISTORY

June 20, 2011 Initial policy approved

## UCCS Social Media Guidelines

### **Introduction: Social Media and UCCS**

Simply put, social media is “any tool or service that uses the Internet to facilitate conversations.”<sup>1</sup> When used appropriately and strategically, social media allows people to connect in productive two-way conversations and create a unique online community of engagement and information exchange. While specific social media tools will change and evolve with technological advancements and society’s needs, current social media platforms include Facebook, Twitter, Flickr, LinkedIn and blogs.

As an institution of higher learning focused on fostering excellence, community interactions and innovation and change, the University of Colorado at Colorado Springs encourages its students, faculty and staff to engage in community building and information exchange through the use of social media. The University believes social media offers a unique opportunity to enhance the UCCS community and engage diverse audiences. In this process of engaging, UCCS encourages community members to maximize the potential of social media while maintaining awareness of appropriate use of social media tools.

The following guidelines serve as a resource to help you maximize the benefits of social media for professional and educational experiences without compromising academic, professional or University integrity.

### **General Guidelines for Social Media Use**

One unique and valued aspect of social media is its community-driven component. To be a valued member of the social media community, you should strive to offer valuable information, listen before engaging, and engage in any differences in a respectful manner. Regardless of the social media tool you utilize, the following guidelines are intended to enhance your experience as a social media community member.

**Exhibit Respect for Community Members:** To be a valued member of the online community, you should exhibit respect for fellow community members. Differences in opinion can result in valuable conversation, which can lead to learning. To create an environment that fosters productive and mutually-beneficial conversation, obscene, threatening, defamatory, illegal or any conduct that violates UCCS behavioral policies should be avoided. Additionally, show proper consideration for others’ privacy, and maintain a high level of respect for others when engaging in topics that may be considered objectionable or inflammatory, such as politics and religion. Think before you post, and consider the effect your comments might have on other members of your community. Whether you are representing the University or your personal being, respectful engagement will elevate your online experience and add value to the conversation.

**Engage in Productive Two-Way Conversation:** As mentioned, the purpose of social media is to engage in conversation with others through technology. Conversation requires a two-way

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<sup>1</sup> Solis, B. “Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web” Wiley & Sons: Hoboken, NJ: 2010, 37.

process of sharing information and listening. The more valuable your information, the more likely people are to listen to what you have to say. And, the more you listen to others, the more you will understand what the community views as valuable information. Be sure to monitor your social media tools on a regular basis and respond to community members regularly. Additionally, link back to sites and posts provided by your community members to reinforce conversation and involvement.

**Maintain Transparency and Authenticity:** Maintain a high level of transparency and authenticity in your online interactions with others. Avoid hiding your identity. Not only does obscuring your identity negate the value of social media as a community-building tool, it's also nearly impossible to be truly anonymous when using social media due to tracking devices. Always identify yourself, including your name, and when relevant, your role at UCCS. When you discuss UCCS or UCCS-related matters, you should disclose your association with the University. Always write in the first person and make it clear when you are speaking for yourself, rather than on behalf of the institution. Many bloggers will include a disclaimer on their sites, such as "The content of this blog is based on personal opinions and does not reflect the opinions of the University of Colorado, Colorado Springs."

**Post Accurate Information:** All posts and social media interactions should reflect accurate information. Always cite your sources and give credit where it is due. A benefit of social media is the ability to provide links to support your posts.

**Adopt a Code of Ethics:** When building a social media site, consider adopting a code of ethics. When developing a community, a code of ethics will let community members know what will and will not be acceptable behavior to exhibit while engaging your community.

**Be Aware that Social Media Content is Not Private:** Privacy does not exist in social media, so community members must protect their own identities. Do not post any information you wish to remain private, and respect the privacy of others. Material posted online can be cut, copied, pasted and saved by members of the online community and in some cases is used by companies for marketing purposes. Be sure to read all privacy agreements posted by social media sites before engaging in social media use. There may be important information in these agreements indicating how your information can be used.

**Content Owner Terms and Conditions**

|                       |   |
|-----------------------|---|
| <b>Name:</b>          | <b>Telephone #:</b>                     |
| <b>Title:</b>         | <b>Email:</b>                           |
| <b>Dept. or Org.:</b> | <b>Social Media Site (include URL):</b> |

As the Content Owner for an Official UCCS Social Media Account, I agree to be responsible for the following:

- Ensuring that all posted content is current and accurate.
- Ensuring communications are acceptable for the UCCS workplace and campus community.
- Ensuring that confidential information and intellectual property rights of others and the university are protected.
- Ensuring posted content is not illegal, obscene, defamatory, harassing, discriminatory, or threatening.
- Ensuring proper permission is obtained for the posting of recordings, photos, images, videos, text, or artwork.
- Ensuring posted content complies with all federal and state laws, regulations and university policies.

I agree to monitor the site on a regular basis and remove any content that does not comply with the above. I will notify the Office of University Advancement if the Content Owner for this Social Media account should change or if the site becomes inactive.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date