

Social Media Policy

Social media are media used through web- and mobile-based technologies to turn communication into interactive dialogue and engagement, and they have become a staple of social dialogue and action in the new millennium. Websites and user-generated content include, but are not limited to, Facebook, Twitter, LinkedIn, YouTube, Flickr, Instagram, and blogs. Knowing the methods, etiquette, and scale of social media is vital to gaining an understanding of the nuances and repercussions that lie therein.

Contemporary students at Stevenson University are expected to follow institution-wide social media uses, limitations, and practices. Social media communication is public and visible, and posting inappropriate texts, pictures, videos, or images could provoke institutional or legal ramifications for the individual or group. The University and its representatives will monitor and follow social media communications to help create a balanced and positive environment.

Examples of items that would be deemed inappropriate for Stevenson's official pages and websites include:

- Personally identifiable material including, but not limited to, full names, government identifiers, email addresses, physical addresses, or health information of individuals following FERPA guidelines.
- Threatening, harassing, or discriminatory posts.
- Posts that incite or promote violence or illegal activities.
- Material that could be interpreted as containing obscene, offensive, or sexual themes.
- Information that potentially could compromise public safety.
- Comments that are off subject or out of context from the original post and to the University.

A current list of official University user-generated and social media websites can be found on the Online Student Life page at <http://www.stevenson.edu/student-life/online-student-life/>.

Stevenson University students are considered representatives of the institution and are expected to set a favorable example to others outside of the University community. This principle carries over to posts made on non-SU websites or web pages, where students are still responsible for the subject matter and actions that they post publicly. References to individuals, groups, or any other entity, whether in jest or not, reflect upon the University. Accountability and responsibility come with any social media activities. Good judgment and character are values expected of the University and its community members, whether in person or online via social media outlets.

Addendum 1:

Official Social Media Page Language

Engagement refers to the activity of any party on the social media website. Engagement includes the posting of updates, articles, pictures, videos, comments, likes, or any other action that can be performed on social media websites.

Official Pages are pages that the University maintains and manages for the benefit of the user who has liked, subscribed, or joined the social media page.

Official Representatives are defined as users with permission and the ability to modify Official Pages of the institution. These individuals could be staff, faculty, or students.

Unofficial Users are defined as those individuals who post using their personal social media accounts who are not Official Representatives and do not have permission to post on the University's behalf.

Stevenson University's Official Pages will be monitored and managed by Official Representatives of the University. Official Pages will be updated and used as resources and connections to the SU community, both internal and external to campus life. By posting pictures, videos, links, or any other items submitted on Official Pages, individuals consent to allow SU to use that content in the future. Any material posted to the Official Page by Official Representatives can be considered legitimate information. Any information posted by Unofficial Users cannot be considered legitimate and does not constitute a representation of the University. Engagement posted by Unofficial Users on the Official Pages does not represent the ideas, opinions, views, or beliefs of the University. The University's representatives are not responsible for any information that could be perceived as inappropriate, wrongful, false, hurtful, or illegitimate. Official SU Representatives will remove Engagements of that nature. Policies and procedures of the University are still applicable to any individuals posting on the Official SU Pages as well.

Official web pages will be listed at this link on Stevenson's website <http://www.stevenson.edu/student-life/online-student-life/>.

Addendum 2:

Student-Athlete Social Media Use

Stevenson’s student-athletes, as all currently enrolled students of the University, are considered representatives of the institution under the University’s existing Social Media Policy and are expected to set a favorable example to others outside of the University community by abiding by the Social Media Policy in the context of their athletic participation.

By their willing participation in SU athletics, Stevenson student-athletes are expected to set a sportsman-like example in their use of social media and online communication. Specific guidance on the use of social media—as well as sanctions for its misuse—by student-athletes in the context of college athletics will be provided by the administrators of the Stevenson Athletics Department.