

Section:	III.3.7	
Title:	Social Media Policy	
Effective Date:	November 8, 2022	
Approved By:	Vice President for College Advancement	
Responsible Unit:	Communications, Marketing, and Brand Management	
Related Documents:	Use of Copyrighted Materials	
History:		
<u>Version</u>	<u>Date</u>	<u>Notes</u>
1.0	November 8, 2022	Initial release; new policy

I. INTRODUCTION

With the prevalence of social media use by faculty, staff, and students to communicate about and for The College of New Jersey (“TCNJ” or the “College”), it is important for individuals to be mindful of how messaging shared through social media may affect themselves and the College. This policy outlines the ways in which users representing the institution on various social media sites including, but not limited to, Twitter, Facebook, Instagram, LinkedIn, and YouTube, are expected to manage any social media account associated with TCNJ.

II. DEFINITIONS

- A. **Authorized Users** - Any faculty, staff, or student that is given access to an Official Account by the Designated Administrator.
- B. **Designated Administrator** – An individual associated with the College, or a particular program or department, who controls and oversees the use of and content of an Official Account.
- C. **Institutional Social Media Account (“Institutional Account”)** – A main or root social media account of the College that is managed and controlled by the Office of Communications, Marketing, and Brand Management (“OCMB”).
- D. **Official Social Media Account (“Official Account”)** – A social media account that bears the name of a school, department, program, or operation of TCNJ (e.g. an account created by the School of Business, or Office of the General Counsel). Accounts bearing the name of an individual, even if they are used to communicate official information, are not considered official and are outside of this policy.
- E. **Registered Social Media Account (“Registered Account”)** – An Official Social Media Account that is registered with the OCMB.

- F. **Social Media** - Methods of electronic communication (such as web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as images or videos). Examples include: Twitter, Facebook, Instagram, SnapChat, and LinkedIn.

III. POLICY

A. Authority

- i. All Official Social Media Accounts must have a Designated Administrator. The Designated Administrator is responsible for ensuring the account is being used in accordance with this policy and maintaining and changing the account password regularly to ensure the account is protected from unauthorized users. College units are encouraged to contact the College's Digital Content Editor before creating a social media platform to receive initial guidance for an effective social media strategy. Authorized Users may only be given access to an Official Account by the Designated Administrator responsible for that Social Media account. Users who are not authorized by a Designated Administrator shall not be authorized to post any content on an Official Account. Designated Administrators are expected to use the Social Media Authorized User Agreement when giving access to Authorized Users.
- ii. The College will follow Official Social Media Accounts that are registered with the Office of Communication, Marketing, and Brand Management. The College will not share content from Official Social Media Accounts unless they are registered and in compliance with this policy.
- iii. The Social Media Policy pertains to only Official Social Media Accounts that are managed by Designated Administrators. All other personal accounts, such as student organizations or individual faculty, staff, or student accounts, are not subject to this policy.

B. Registered Accounts

- i. College units may register Official Accounts with the Office of Communication, Marketing, and Brand Management. Registered Accounts that meet the standards outlined in this policy will receive the following benefits:
 - The College will follow Registered Accounts.
 - Content posted by Registered Accounts will be eligible for sharing through Institutional Social Media Accounts.

- Content posted by Registered Accounts will be eligible for posting to TCNJ Today, the College’s social media and news hub.
- ii. Official Accounts can [register with the OCMB here](#). Registered Accounts will retain their registered status provided they are actively used and regularly updated. Accounts that are dormant for more than six months will lose their status.

C. Appropriate Use

- i. All Official Accounts may be periodically monitored by the Office of Communications, Marketing, and Brand Management for appropriate use. When sharing information about the College, Designated Administrators and Authorized Users must consider the accuracy and truthfulness of any post that is shared publicly.
- ii. Any Designated Administrator or Authorized User posting content from an Official Account must not unduly infringe on the rights of the College’s students, faculty, and staff. The Designated Administrator or Authorized User must not pose unreasonable safety or security risks to the user or others. While the College acknowledges the educational value of constitutionally protected speech, this policy prohibits any Designated Administrator or Authorized User from posting any type of unlawful, defamatory, or obscene content directed towards the College, a particular individual, or certain group of people. Designated Administrators are to monitor Official Accounts and remove any content in a timely manner that violates this policy. Questions about whether postings to an Official Account violate this policy will be referred to the appropriate cabinet member.
- iii. When managing a personal account, employees are encouraged to make it clear that you are speaking on your own behalf and that any views you express are not on behalf of the College. Identify your views as your own and not necessarily the views of the institution.

D. Confidential, Proprietary Information, and Copyright

- i. Designated Administrator or Authorized Users shall not post confidential information about the College or its faculty, staff, and students. All users must comply with federal and state requirements including (if applicable), but not limited to the Family Educational Rights and Privacy Act (“FERPA”) and any National Collegiate Athletic Association (“NCAA”) rules and regulations.
- ii. All Designated Administrators and Authorized Users must comply with all copyright and trademark law and College policies.

E. Privacy

- i. The College respects the privacy of the Designated Administrator(s) and Authorized User(s) and will not collect and maintain personal information gathered from any Official Account.
- ii. Designated Administrators and Authorized Users shall respect the privacy of others when posting to and interacting over Social Media and may not post, publish, or release information that is confidential or private on any social media platform. Designated Administrators and Authorized Users should be aware that once a post is published, there is no control over how that post will be used by the public, nor is there a way to completely erase a post from the public domain once it has been shared. For more information on maintaining an appropriate social media presence, the Office of Communications, Marketing, and Brand Management has compiled a general guideline of “best practices” and recommendations regarding the use of Social Media accounts.
<http://communications.tcnj.edu/about/media-relations-and-marketing/use-social-media/>

F. Terms of Service

- i. All Designated Administrators and Authorized Users must adhere to the Terms of Service agreements for all Social Media sites on which they manage an account.