

## Concordia University Chicago Social Media Policy

### General:

Concordia University Chicago (CUC) supports the use of social media by its community members as a way to facilitate communication and disseminate information. To promote responsible use of social media to engage with students, employees, and other campus constituencies, the University has developed policies and best practices for professional and personal use of social media platforms. Social media is defined as media designed to be disseminated through social interaction, created using accessible and scalable publishing techniques. Examples include but are not limited to:

- Social networking sites—Facebook, LinkedIn, Google+, Pinterest
- Video and photo sharing websites—Flickr, YouTube, Instagram
- Blogs
- Micro-blogging—Twitter
- Wikis and online collaborations
- Forums, discussion boards and groups—Google groups
- Podcasting
- Online multiplayer gaming platforms—Second Life
- Instant messaging, including SMS
- Geo-spatial tagging—Foursquare

### Policy Statement:

All members of the Concordia University Chicago community, including its colleges, departments, programs, groups, organizations, individuals and vendors retained on behalf of any University college/department that engage in social media are to follow the same responsible behavior standards online as they would in established media (eg. face-to-face conversations, written letters, phone calls).

The same laws, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other University constituents apply online as with all other types of communication. When using social media, members of the CUC community and those acting on behalf of the CUC community are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, sensibilities and property of others.

Individuals must also recognize the potential for damage to the University's reputation and educational mission that may develop from social media postings, whether posted in a professional/ personal capacity or on behalf of the University. Those engaging in social media for any purpose will be held responsible for anything they post to social media sites and, depending upon the situation, may be subject to disciplinary action or termination for such postings that violate the policies listed below.

As with any other use of the University's network, the use of computing and network resources to engage with social media platforms is subject to the Privacy within the Concordia Network policy. As explained in more detail in that policy, while the University does not generally monitor or limit content

of information transmitted on the University network, it reserves the right to access and review such information under certain circumstances.

**Policies:**

- The purpose of using social media on behalf of Concordia University Chicago is to support the University's mission, goals, programs and efforts through sharing university news, information and content, as well as other directives. Postings on social media platforms can remain accessible to various search engines for years. Avoid any postings influenced by impulse or emotion.
- Confidential or propriety information belonging to the University or to third parties, who have shared information with individuals on behalf of Concordia University Chicago, cannot be shared on any social media outlets. Individuals must follow the applicable local, state and federal laws, including FERPA and HIPAA, as well as NCAA regulations. Be mindful of and adhere to all applicable privacy and confidentiality policies as stated in the General Employee Handbook as well as the Student Code of Conduct.
- It is prohibited to use copyrighted material and/or intellectual property without properly crediting the source or receiving permission prior to use as stated in the University Intellectual Property Policy, the student Honor Code and the General Employee Handbook.
- Concordia University Chicago logos and/or branding cannot be used on any social media without University permission. Contact University Communications and Marketing Services for guidelines.
- University employees are encouraged to identify themselves as faculty/staff on social media postings that are related to work or subjects associated with the University. Individuals doing so must:
  - Clarify that they are sharing personal views; and
  - Use the disclaimer, "*The postings on this site are my own and do not represent the positions, strategies, or opinions of Concordia University Chicago.*"
- Any individual may create, manage and/or contribute to social media content on personal sites independently of CUC, and may identify himself or herself as a CUC student, faculty or staff member. CUC will not monitor personal social media presences, but the University will address issues that arise regarding personal content in accordance with these policies.
- The University Honor Code and Student Code of Conduct govern students posting as individuals or on behalf of Concordia University Chicago.
- Individuals representing Concordia University Chicago may not post content on any social media platform that infringes on proprietary information, or that is defamatory, pornographic, harassing or libelous. Acceptable content on social media sites that are not operated by CUC may be positive or negative in context, regardless of whether it is favorable or unfavorable to CUC. However, language that is obscene, defamatory, threatening, infringes on intellectual property rights, invasive of privacy, libelous, harassing, abusive, hateful or embarrassing to any person or entity is unacceptable.
- Strive for accuracy in all social media postings. Confirm the validity of information before posting and review content for grammatical and spelling errors. This is especially important if posting on behalf of CUC.

- Be aware that a presence in the social media world can easily be made available to the public at large. This includes prospective and current students, parents, donors, community members, alumni, employees and colleagues.
- Prior to engaging in any sponsored form of social media representing Concordia University Chicago, individuals must receive approval from their supervisor as appointed by the department head and approval from University Communications and Marketing Services to ensure brand and message consistency as well as to assist with communication plan(s) and medium-related education.
  - All official Concordia University Chicago sponsored pages and/or accounts must be created by using a CUC department, staff, or faculty email account. If a department or individual wishes to have a separate email account just for social media sites, contact CougarNet at 708-209-3131 or [CougarNet@CUChicago.edu](mailto:CougarNet@CUChicago.edu).
  - Any existing sites or platforms hosted or sponsored by Concordia University Chicago are reviewed routinely, and the University shall have the right to remove, at its sole discretion, any content that it considers to violate these policy statements.