

## I. POLICY AND SCOPE

It is the policy of SUNY College at Old Westbury (the College) to encourage the use of Social Media in online conversations that represent or discuss matters associated with College programs, departments and offices, and recognized student clubs and organizations. This policy applies to the use of all College-related Social Media by College students, faculty and staff and is not limited to any specific Social Media format.

## II. PURPOSE

The College acknowledges that Social Media is an important and influential method for communicating ideas, information and issues, and recognizes value in participating in Social Media as part of its educational mission and improved communication with its constituents. Therefore, the College has established this policy to provide guidance in the appropriate creation, use and oversight as it relates to communications through Social Media.

## III. RESPONSIBILITIES

Each *Vice President and Division Head* or designee is responsible for implementing control procedures and monitoring adherence to this policy within his/her division. The Vice President or Department Head must also designate an Account Administrator for each authorized Social Media account/site.

The *Account Administrator* for each authorized Social Media account/site is responsible for managing the daily activities of the account/site and ensuring that content placed on College-related Social Media sites complies with this policy.

The *Office of Public and Media Relations* has overall responsibility for authorizing Social Media accounts/sites and for the monitoring of Social Media communications. Although the College is not responsible for monitoring or pre-approving content posted on its Social Media sites, the Office of Public and Media Relations, at its discretion can review site content, remove offending content deemed in violation of this policy, close the account/site, and take appropriate action as necessary and notify the Account Administrator of such action.

The College's *Internal Control Officer* will perform periodic reviews of Social Media accounts/sites to determine compliance with this policy and applicable College standards and procedures.

## IV. DEFINITIONS

*Social Media* - Web-based and mobile technologies that enable our community to share content, inspiration, and exchange user-generated ideas and conversation. The tools and platforms applicable under this policy include, but are not limited to: Facebook, Twitter, Instagram, Vine, YouTube, LinkedIn, Flickr, Pinterest, MySpace, Blogger, Typepad, WordPress, Foursquare, Tumblr, etc.

*Authorized Social Media Account /Site* - is a College-related account/site created and managed by a department, office, student sponsored club or organization and specifically approved by the Office of Public and Media Relations or Center for Student Leadership & Involvement (CSLI).

*Vice President or Department Head* – for the purpose of this policy is any of the following: the Executive Vice President; the VP of Academic Affairs; the VP of Enrollment Management Services; the VP of Business & Finance; the VP of Student Affairs; the Assistant to the President for Institutional Advancement; the Assistant to the President for Administration; the Chief of University Police; and the Chief Information Officer.

*Internal Control Officer* - the College official responsible for reviewing and reporting on the College's program of internal controls, including policies and procedures, in accordance with the NYS Governmental Accountability, Audit and Internal Control Act.

*College Standards and Procedures* are those policies, standards and procedures that currently exist or may be adopted in the future, as the same may be modified, amended or supplemented. College Administrative Policies can be found on its website at <http://www.oldwestbury.edu/policy>.

## **V. PROCEDURES**

### *Creation and Approval of College-related Social Media Account/Site*

When a request is made to create a College-related Social Media account/site for an academic department or administrative office, it should first be discussed with and approved by the respective Division Vice President, Department Head or Designee. (A Designee should be a responsible individual within the organization with decision-making authority such as a College Dean, Department Chair or Administrative Director.) If a student desires to create a College-related Social Media account/site, he or she must first discuss with and obtain approval to proceed from the Center for Student Leadership & Involvement (CSLI).

If the account/site request is approved by the Division VP, Department Head or CSLI, an Account Administrator will be designated and the request, containing the appropriate purpose and plan for account/site management, will be forwarded to the Office of Public and Media Relations for final approval.

The Account Administrator shall then register his/her username and password with the Office of Public and Media Relations. The Office of Public and Media Relations shall be included as an Administrator on any College at Old Westbury site.

Social Media accounts/sites existing prior to the implementation of this policy have 60 days after the effective date to comply and register the appropriate information with the Office of Public and Media Relations.

Each authorized Account Administrator should confer with the Office of Public and Media Relations each calendar year to determine the continued use of their respective Social Media site. Social Media sites that have remained inactive for six months or more will be deactivated by the Office of Public and Media Relations, and the Account Administrator must contact the Office of Public and Media Relations to be reactivated.

*User Guidelines for College-related Social Media Site*

The College is open and eager to others voicing their opinion and contributing relevant discussion through Social Media. Users must adhere to the College's applicable policies and any applicable hosting web sites' terms of use agreements, rules and rights. Users:

- May post or comment anonymously or identifiably.
- May be honest in their posts, complain or disagree with others' posts; however, the nature of all content must always remain respectful.
- May not post any inappropriate, defamatory, offensive, or misleading language. Such items will not be tolerated, and will be removed.
- Must ensure that all Social Media content remains relevant to the College and the community. Spam and other promotional content will be removed.
- May not claim ownership or authorship for content which is not owned by them. Give appropriate crediting, trademark, copyright or any other rights to the appropriate owner.
- Must acknowledge that all content generated on the College's Social Media' sites is **public**, therefore users must consider their own privacy at all times before posting or commenting. Those with concerns or complaints with respect to the College's Social Media sites should contact the Office of Public and Media Relations.
- Must agree that material posted, commented on, or linked to multimedia on the College's Social Media pages may be reproduced, distributed, edited, and published in any form by the College.
- Must obtain permission from the Office of Public and Media Relations to use "SUNY College at Old Westbury", or "SUNY Old Westbury" or the College logo or imagery within the name of the Social Media site. Such identification assists the College's online community in easily locating the Social Media site.

*Administration of Authorized College-related Social Media Site*

Unless a College-related Social Media site has been specifically authorized and approved by the Office of Public and Media Relations or CSLI, no employee or individual is permitted to create or maintain a College presence in any form of Social Media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of the College.

College departments and student approved clubs and organizations may use Authorized Social Media sites to present information and content to the public and receive feedback from the public and the College community. Content and information released on Social Media is equivalent to content and information released to the press and the public in any other format, including press releases, newsletter letters and other correspondence. Care must be taken that content and information released to the public over Social Media is accurate and does not violate applicable laws (including, but not limited to, copyright, trademark and defamation law) or College policy.

For each College-related Facebook or other Social Media site, the following should clearly be included in the "About Us" section:

*SUNY College at Old Westbury encourages the use of its Facebook page (or other designated Social Media site) by current and prospective students, faculty, staff, alumni, friends and neighbors to discuss events, information and activities related to the College. In doing so, the College's Facebook Team asks that all who post be respectful in the content and comments you provide. The College reserves the right to review all content and remove any that we, in our sole discretion, deem to be inappropriate, unconstructive criticism, harassment, offensive, or violate any law or Facebook's (or other designated Social Media site) Terms of Service.*

In general, the College invites discussion of ideas and issues through Social Media; however, the College's Office of Public and Media Relations reserves the right to remove posts or comments that are obscene, discriminatory, harassing, contain threats of violence, abusive, spam or advertising, or unrelated to the content or information. The Office of Public and Media Relations also reserves the right to remove posts or comments that violate applicable laws including, but not limited to, copyright and trademark, violate College policy including, but not limited to, the College's equal opportunity policies or those that violate the use policies promulgated by the applicable Social Media provider.

#### *Branding of College-related Social Media Site*

When naming Social Media sites, selecting profile pictures or icons, selecting content to post, authorized sites should be conscientious of avoiding the appearance of representing the entire College. Names, profile images, and posts should all be clearly linked and branded to the particular sponsor program, department or organization.

Every Authorized SUNY College at Old Westbury Social Media site shall include the link to its coordinating SUNY College at Old Westbury website link visibly on its page.

#### *Promoting Your College-related Social Media Site*

For an authorized Social Media site to be eligible for listing on the SUNY College at Old Westbury Social Media Directory, the site must be active and adhere to this Policy. Pages will be monitored regularly by the Office of Public and Media Relations and inactive sites will be removed from the Directory. If you have content that you wish to be considered for posting on the main College Social Media sites ([Facebook](#), [Twitter](#)) please send to the Office of Public and Media Relations.

#### *Personal Use of Social Media on Personal Time*

Individuals may not make statements or take actions at any time on Social Media that violate applicable law or College policy. If you choose to use Social Media, be clear that your personal opinions are exactly that and do not represent your personal opinions as endorsed by the College (i.e. thoughts on an election, sporting event, product, etc.). For personal Social Media usage, clearly identify your opinions as your own with a disclaimer such as: "These are my personal opinions, and may not reflect the views of SUNY College at Old Westbury."

*Personal Use of Social Media on State Time*

Personal use of Social Media on State time is governed by the New York State Public Officers Law and other Federal, State and Local laws; the College's Acceptable Use Policy and College Human Resources policies.

*Official Use of Social Media*

Some College employees may be required to use Social Media as part of their employment responsibilities. If so, such status will be clearly stated in an employee's work responsibilities, and will be approved in advance by the Division or Department and the Office of Public and Media Relations.

**VI. VIOLATION & ENFORCEMENT**

Users who violate this policy may be denied access to College-related Social Media sites and may be subject to progressive disciplinary action up to possible expulsion or dismissal. Alleged violations will be handled through the College disciplinary procedures applicable to the User. The College may suspend, block or restrict access to an account/site, independent of such procedures, when it reasonably appears necessary to do so in order to protect the integrity, security, or functionality of College or other computing resources or to protect the university from liability. The College may also refer suspected violations of applicable law to appropriate law enforcement agencies.

**VII. REFERENCES**

This policy is in accordance with the following College policies:

College's Code of Student Conduct; Academic Integrity Policy; Website Privacy Policy; Information Security Program (C-04); Acceptable Use of College Technology Resource (C-05); and Non-Discrimination and Anti-Harassment Policy.

These policies can be found in their entirety on the College website <http://www.oldwestbury.edu/policy>.

The College's use of Social Media is also governed by Section 230 of the Communications Decency Act, which provides a safe harbor for Internet Service Providers and Web sites for activity that takes place on said sites, provided that the site or domain takes certain actions when legally required.

**VIII. APPROVALS**

This policy was prepared by the Office of Public and Media Relations with assistance from the Division of Business & Finance. The policy was reviewed by the Internal Control Officer, the Assistant to the President for Advancement, the Assistant to the President for Administration, and the Vice President of Business & Finance prior to approval by the President.

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