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| Operational Area: | Information and Technology |
| Responsible Executive: | Vice President of Strategy |
| Responsible Office: | Strategy, Marketing and Communications |
| Effective: | June 1, 2020 |

Social Media

Information and Technology

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I. **Introduction**

- A. **Authority:** Colorado Revised Statutes (C.R.S.) § 23-54-102, *et seq.* (2020) authorizes the Trustees of Metropolitan State University of Denver (“MSU Denver” or “University”) to establish rules and regulations to govern and operate the University and its programs. The MSU Denver Trustees retain authority to approve, interpret, and administer policies pertaining to University governance. The MSU Denver Trustees authorize the MSU Denver President to approve, administer, and interpret policies pertaining to University operations.
- B. **Purpose:** This policy defines the rules and procedures for the creation and use of official, University social media sites in accordance with federal and state law and other University policies. Additionally, this policy advises MSU Denver employees and students who indicate institutional affiliation on their personal profiles on their rights and responsibilities regarding free expression, as well as how to balance their institutional affiliation with personal use.
- C. **Scope:** This policy applies to University employees, students, organizations and others who create and/or maintain an official, University presence on social media platforms, including Facebook, Twitter, Instagram, Flickr, LinkedIn, YouTube, and others, to conduct official, University business.



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II. Roles and Responsibilities

- A. **Responsible Executive:** Vice President of Strategy
- B. **Responsible Administrators:** Associate Vice President of Marketing and Brand Strategy and Social Media Strategist
- C. **Responsible Office:** Office of Strategy, Marketing and Communications
- D. **Policy Contact:** Social Media Strategist, 303-605-5485

III. Definitions

For the purposes of this policy, the following definitions apply:

- A. **Social Media** is defined as websites and applications that enable users to create and share content or to participate in social networking. Social media networks are a source of communication, news, entertainment, and information. Types of social media include networks, such as Facebook and YouTube, but also include blogs and podcasts.
- B. A **Social Media Account** is an account or profile created on a social media network, including (but not limited to) Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat, and LinkedIn.

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IV. Policy Statement

Universities increasingly turn to social media channels and websites to communicate to and with constituents and to promote their institution, students, faculty and staff. MSU Denver colleges, schools, and departments are encouraged to be active in the social media space in an effort to outreach and build relationships with stakeholders. They have wide latitude to create and maintain a presence on social media channels, such as Facebook, Twitter and others.

This policy ensures that any and all interactions on behalf of MSU Denver appropriately portray, promote, protect and represent the University's best interests and adhere to all MSU Denver policies and to appropriate laws that govern the dissemination of public information.

- A. **Creating New Social Media Sites:** The Office of Strategy, Marketing and Communications, or its designee, approves all official MSU Denver social media accounts (and sites, profiles, and initiatives bearing the MSU Denver name) through an application process. Social media accounts, profiles, and initiatives from schools, departments, and institutes must be approved before accounts are established and used. All social media accounts must have a developed strategy and implementation plan and have an assigned account administrator and backup.
- B. **University Branding:** All official MSU Denver department and program social media sites must follow style and brand guidelines and standards for use of the University's name, logos, and colors.



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- C. **Existing University Social Media Departmental Accounts:** All University social media accounts in existence prior to this policy's issue date must have account administrators and backups assigned and registered within 90 days of the policy's issue date. See registration link in related information below.

- D. **Personal Affiliations for Faculty and Staff:** Employees who personally engage on social media and identify their affiliation with MSU Denver in their profiles or comments should pay close attention to the potential impact of comments and posts on the University and its reputation. Employees should take care to utilize social media in a civil manner and avoid using personal information about others without permission. Behavior should be consistent with University policies on Freedom of Expression and Student and Employee Conduct. Employees should include a statement, where possible, on the platform that reads, 'My views do not constitute official statements on behalf of MSU Denver.'

- E. **Maintenance**
 - 1. Account administrators are responsible for the maintenance of their social media accounts, which includes:
 - a. Complying with this policy and related laws, regulations and University policies, and any applicable terms and conditions imposed by any third-party social media accounts.
 - b. Keeping the account(s) dynamic, with new and relevant content.
 - c. Attending to grammar, spelling, and appropriateness of content.
 - d. Monitoring comments posted to the social media account and responding appropriately and in a timely manner.



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2. Additional information on maintaining social media accounts can be found in the MSU Denver Social Media SharePoint site.
 3. **Dormant social media accounts bearing the MSU Denver name will be removed and/or closed.** If a social media account bearing the University name or marks is not used in regular and direct support of department/school/college objectives, the account should be removed.
- B. **Changes in Account Administrator:** Each account must have an identified primary and backup administrator. If one of these positions is vacant, a new account administrator must be identified. Account administrators and backups must ensure that any former user no longer has access to the site and must update the registration information with the Social Media Strategist.
- C. **Required by the State of Colorado:** Per the State of Colorado, Facebook pages representing MSU Denver departments or programs also must prominently display the below statement, with the appropriate information filled in: *If you are looking for more information about [name of department/program], please visit [website URL here].*
- D. **Professional Conduct:** Employees and students must adhere to the same standards of professional conduct online as they would in the workplace or classroom. Employee Use – When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a University representative, employees must comply with applicable University policies governing employee behavior and acceptable use of electronic and information resources.

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- E. **Privacy and Intellectual Property:** Privacy and intellectual property laws/policies regarding privacy of student information and fair use of copyrighted material apply to all University social media sites. Employee and student management of these official accounts must adhere to these laws and policies.
- F. **Personal and Political Endorsements:** MSU Denver *does not* endorse any personal opinion, product, private business cause or political candidate. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited.

V. Related Information

- A. Social Media Community Guidelines
- B. Graphic and Editorial Standards, msudenver.edu/brandcentral
- C. Acceptable Use of Computing Services Policy
- D. Intellectual Property Policy
- E. Political Activity and Lobbying Policy
- F. Privacy of Student Records (FERPA) Policy
- G. Student Code of Conduct
- H. [Social Media Account Registration](#)
- I. [MSU Denver Social Media SharePoint Site](#)

VI. History

- A. **Effective:** June 1, 2020
- B. **Review:** This policy will be reviewed every three years or as deemed necessary by University leadership.



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VII. Policy Approval

Janine Davidson, Ph.D.
President, Metropolitan State University of Denver

N/A

Chair, Board of Trustees, Metropolitan State University of Denver