



President's
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

Contents:

- I. Introduction
- II. Roles and Responsibilities
- III. Policy Statement
- IV. Definitions
- V. Related Information
- VI. Policy History
- VII. Policy Approval

I. INTRODUCTION

- A. **Authority:** Colorado Revised Statutes (C.R.S.) § 23-54-102, *et seq.* (2026) 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. It also ensures that social media activity conducted on the University’s behalf protects MSU Denver’s best interests and is carried out only by authorized, approved representatives.
- C. **Scope:** Social media includes any digital platform that enables users to create and share content, collaborate, or interact with others. Examples include Facebook, Instagram, TikTok, YouTube, LinkedIn, Discord, X/Twitter, Snapchat, and emerging platforms.
 1. This policy applies to all official University social media accounts created or managed by MSU Denver employees, student employees, and authorized student organizations.



President's
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

2. This policy does not apply to personal social media accounts, including when individuals share or engage with MSU Denver content in a personal capacity except when an individual represents or appears to represent MSU Denver.
 - a. Representation includes presenting oneself as speaking on behalf of the University or its departments, using University logos, seals, or trademarks in a manner that implies University endorsement, or otherwise implying the individual or content is officially authorized by the University.
 - b. Individuals posting in a personal capacity should avoid implying University endorsement. Employees disclosing a professional affiliation with the University on social media are expected to take reasonable precautions to indicate they are acting as private persons, including adding a 'views are my own' disclaimer on their profile.
3. Nothing in this policy is intended to limit or abridge the University's Freedom of Expression protections when individuals are speaking in a personal capacity.
4. Nothing in this policy is intended to limit the editorial independence of related media organizations, consistent with the University's [Freedom of Expression Policy](#).

II. ROLES AND RESPONSIBILITIES

- A. **Responsible Executive:** Associate Vice President of Strategic Communications
- B. **Responsible Administrator:** Social Media Manager
- C. **Responsible Office:** University Communications & Marketing
- D. **Policy Contact:** Social Media Manager, socialmedia@msudenver.edu

III. POLICY STATEMENT

- A. MSU Denver encourages colleges, schools, departments, and student organizations to use social media to connect with stakeholders and share the University's work. These accounts must represent the University professionally, accurately, and in alignment with University policies and applicable laws.



President’s
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

B. Account Administration Requirements:

1. The following requirements apply to all University social media accounts including Departmental and Student Organizations:
 - a. **University Branding:** All official MSU Denver accounts, Student Organizations, and program social media sites must follow style and brand guidelines and standards for use of the University’s name, logos, and colors, in alignment with the [University’s Brand Policy: Umbrella Policy](#) and guidelines found at [MSU Denver Brand Central](#).
 - b. **Maintenance:** Account administrators are responsible for following all University Social Media Guidelines and policies, including:
 - i. Adhering to individual social platform terms & conditions.
 - ii. Following all privacy and intellectual property laws/policies regarding privacy of student information and fair use of copyrighted material.
 - iii. Complying with current Web Content Accessibility Guidelines (WCAG), and federal and state accessibility laws to ensure inclusiveness for all audiences. Social media ADA best practices can be found at this link: [MSU Denver Social Media ADA Guidelines](#).
 - iv. Maintaining active presence and posting cadences.
 - v. Ensuring accurate spelling, grammar, and appropriate content.
 - vi. Monitoring comments and responding in a timely manner.
2. The following requirements apply to all University Departmental social media accounts:
 - a. **Creating New Social Media Sites:** [University Communications & Marketing](#) or its designee, approves all official MSU Denver social media account profiles, and initiatives from schools, departments, and institutes. All social media accounts must have a developed strategy and implementation plan and have an assigned account administrator and a backup administrator.
 - b. **Changes in Account Administrator:** Each account must have an identified primary and backup administrator and utilize department email as the primary account email. 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 MSU Denver social media manager.



President’s
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

- c. **Sunsetting and Removal:**
 - i. Social media accounts bearing the MSU Denver name that show no activity for 90 consecutive days are considered dormant and may be subject to be removed or closed.
 - ii. Social media accounts bearing the University name or marks that are not used in regular and direct support of department, school, or college objectives must be removed by account administrator.
- 3. All Student Organizations must follow related student organization guidelines as outlined in the [Student Organization Handbooks](#). The following requirements apply to all Student Organization social media accounts:
 - a. **Creating New Student Organization Social Media Accounts:** Recognized student organizations & clubs that wish to have a social media presence, must obtain and utilize an official student organization MSU Denver shared/delegate email to establish the account. Social media profiles must state: *“The views and statements expressed by this organization are solely those of the organization and do not reflect or imply endorsement, nor represent the stance or policies of MSU Denver.”*
 - b. **Changes in Account Administrator:**
 - i. Student leaders are expected to manage the establishment and transfer of social media management during officer transition. 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 CMEI student organizations team (orgs@msudenver.edu). When any account is closed, notify the CMEI student organizations team (orgs@msudenver.edu).
- 4. Artificial Intelligence Usage on University Social Media Accounts
 - a. **Purpose and Transparency:** The use of generative AI tools (e.g., ChatGPT, Grammarly, Canva AI, Copilot, Google Gemini) to support content creation or account management must be done responsibly and with transparency. AI-generated or AI-assisted content should always be reviewed and edited by a human before publication to ensure it meets University standards for tone, brand, accessibility, and accuracy.
 - b. **Human Oversight:** AI-generated content may not be posted without human review. Final content must reflect institutional values and comply with MSU Denver’s brand and editorial guidelines, inclusive language practices, and WCAG accessibility standards. Misuse or overreliance on AI without adequate oversight may result in content removal and could lead to additional corrective action, including mandatory training or



President’s
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

revocation of posting access. Refer to the [MSU Denver Artificial Intelligence Resource Page](#) for further guidance.

- c. **Data Privacy and Confidentiality:** Social media administrators must not input any confidential, privileged, or regulated information (e.g., student records, PHI/PII) into public AI tools that store or use data to train models, in accordance with FERPA and the University’s privacy and data security policies. Use only vetted, privacy-compliant tools for handling sensitive data, abiding by FERPA, HIPAA, GDPR, CPA, [Colorado Consumer Protections for Artificial Intelligence](#), and other relevant regulations.
 - d. **Ethical Use and Integrity:** AI tools must not be used to impersonate individuals, falsify/fabricate endorsements or quotes, or generate misleading or manipulated media. Any visuals or multimedia generated by AI must be clearly disclosed on the platform they’re posted on.
 - e. **Disclosure is Recommended** when: AI output constitutes a substantial portion of the final content, such as when entire images are generated by AI. Any visuals or multimedia generated by AI must be clearly disclosed on the platform they’re posted on. Use platform specific AI designations when applicable (ex: IG & YouTube AI content markers).
 - f. **Tool Approval and Experimentation:** MSU Denver encourages the responsible exploration of emerging technology. Prior to adoption, any AI tool must be vetted through [ITS/Contracts & Business Services & Office of University Communications and Marketing](#) to ensure regulatory compliance and secure privacy agreements.
 - g. **Augmentation, Not Replacement:** AI is meant to enhance, not replace the human element. Strategic messaging and editorial judgment remain in human responsibilities.
- C. **Professional Conduct:** Employees & student employees representing MSU Denver through an official University social media property must adhere to the same standards of professional conduct online as they would in the workplace or classroom. 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.
- D. **Political and Commercial Endorsements and Activity:** MSU Denver does not endorse political candidates and limits the endorsement of products, services, businesses, or causes to those expressly tied to a University partnership. Any such endorsement must be factual, mission-aligned, and directly support academic programs, research, student success, workforce development, or community engagement. Content that could reasonably be interpreted as a



President's Policy Statement University Policy Library

Table with 2 columns: Operational Area, Responsible Executive, Responsible Office, Effective. Row 1: Information and Technology, AVP of Strategic Communications, University Communications & Marketing, April 1, 2026.

Social Media Policy Information and Technology

commercial or political endorsement, or that falls outside routine partnership promotion, must be approved in advance by University Communications and Marketing. Individuals may not state or imply that their personal views, activities, or endorsements are approved or supported by MSU Denver or any of its units. Any activity conducted through official University social media accounts must comply with the Student Code of Conduct and the University's Political Activity and Lobbying Policy, including restrictions on the use of University resources, working time, and representation of official University positions.

- E. Compliance: Potential violations of this policy are reviewed by the Office of the General Counsel in collaboration with University Communications and Marketing.

IV. DEFINITIONS

- A. Social Media: Websites, applications, or platforms that allow users to create, share, and interact with content.
- B. Social Media Platform: A structured digital service enabling user interaction and content creation, such as Facebook, Instagram, TikTok, YouTube, LinkedIn, Snapchat, and X/Twitter.
- C. Employee: Any individual employed by Metropolitan State University of Denver, including faculty and staff members; full-time, part-time, temporary, and student employees; and individuals employed under contract or appointment by the University.
- D. Account Administrator: The designated MSU Denver faculty or staff member or student organization representative authorized to own and manage an official University social media account.
- E. Student Organization Accounts: Are social media accounts representing officially recognized, student-led groups registered through the University's designated student organization oversight office.
- F. Departmental Accounts: Are official social media accounts representing an MSU Denver college, school, department, office, program, institute, or administrative unit.
- G. Artificial Intelligence (AI): Refers to software or systems that perform tasks typically requiring human intelligence, including content generation, analysis, or automation. In the context of University social media, AI may be used to support



President's
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

content creation or account management when used responsibly, with human oversight, transparency, and in compliance with University policies, ethical standards, and applicable laws.

V. RELATED INFORMATION

- A. [Social Media Account Registration](#)
- B. [MSU Denver Social Media SharePoint Site](#)
- C. [MSU Denver Social Media Toolkit- ADA Guidelines](#)
- D. [MSU Denver Brand Central](#)
- E. [Brand Policies: Umbrella Policy](#)
- F. [ADA Guidelines](#)
- G. [WCAG Accessibility Guidelines](#)
- H. [Protecting Student Privacy- FERPA](#)
- I. [MSU Denver Social Media Guidelines](#)
- J. [MSU Denver Acceptable Use of Computing Systems Policy](#)
- K. [MSU Denver Intellectual Property Policy](#)
- L. [MSU Denver Political Activity and Lobbying Policy](#)
- M. [MSU Denver Student Code of Conduct Policy](#)
- N. [MSU Denver Freedom of Expression](#)
- O. [MSU Denver Academic Freedom Policy](#)
- P. [MSU Denver Data Classification Policy](#)
- Q. [MSU Denver Accessing Electronic Communications and Data of Others Policy](#)
- R. [MSU Denver Student Organization Handbooks](#)
- S. [MSU Denver Artificial Intelligence Resource Page](#)



President's
Policy Statement
University Policy Library

Operational Area	Information and Technology
Responsible Executive	AVP of Strategic Communications
Responsible Office	University Communications & Marketing
Effective	April 1, 2026

Social Media Policy

Information and Technology

VI. POLICY HISTORY

- A. **Effective:** April 1, 2026
- B. **Revised:** 2026 revisions updated the Responsible Executive and Office, clarified scope, key definitions, recommended disclaimer for employees, and added AI processes; June 1, 2020.
- C. **Original Enactment Date:** June 1, 2020
- D. **Review:** This policy will be reviewed every three years or as deemed necessary by University leadership.

VII. POLICY APPROVAL

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

N/A

Chair, Board of Trustees, Metropolitan State University of Denver