



UTAH VALLEY UNIVERSITY

Policies and Procedures

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| POLICY TITLE | Social Media | Policy Number | 112 |
| Section | Governance, Organization, and General Information | Approval Date | May 9, 2023 |
| Subsection | Governance and Organization | Effective Date | May 9, 2023 |
| Responsible Office | Office of Marketing and Communications | | |

1.0 PURPOSE

1.1 This policy sets forth principles governing the use of official Utah Valley University social media sites administered or managed by university organizations and members of the university community.

2.0 REFERENCES

2.1 *Federal Educational Rights and Privacy Act (FERPA)*, 20 U.S.C. § 1232g (1974) (as amended by Pub. L. No. 107-56, 115 stat. 272)

2.2 *Health Insurance Portability and Accountability Act (HIPAA)*

2.3 *Electronic Communication and Telephone Abuse*, Utah Code Ann. § 76-9-201 (2021)

2.4 UCA 63G-2-101 *Utah Government Records Access and Management Act (GRAMA)*

2.5 UVU Policy 110 *Contacting the Media*

2.6 UVU Policy 133 *Compliance with Government Records Access and Management Act (GRAMA)*

2.7 UVU Policy 135 *Use of Copyrighted Materials*

2.8 UVU Policy 136 *Intellectual Property*

2.9 UVU Policy 161 *Freedom of Speech*

2.10 UVU Policy 162 *Title IX Sexual Harassment*

2.11 UVU Policy 165 *Discrimination, Harassment, and Affirmative Action*

2.12 UVU Policy 371 *Corrective Actions and Termination for Staff Employees*



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2.13 UVU Policy 452 Electronic and Information Technology Accessibility

2.14 UVU Policy 541 Student Code of Conduct

2.15 UVU Policy 648 Faculty Personnel Reduction

3.0 DEFINITIONS

3.1 Confidential information: Defined by the *Family Educational Rights and Privacy Act (FERPA)*, *Health Insurance Portability and Accountability Act (HIPAA)*, and *National Collegiate Athletic Association (NCAA)* regulations and includes student record information such as personal email, GPA, Social Security, admissions records, etc.

3.2 Copyright: A form of intellectual property law protecting original works of authorship, including literary, dramatic, musical, and artistic works.

3.3 Public information/records: A public record is any document, regardless of physical form, which is made or received in connection with Utah Valley University, unless deemed confidential by FERPA, HIPAA, GRAMA, etc.

3.4 Restricted or private social media accounts: Private social media sites associated with UVU for students, alumni, and others that require an invitation to join.

3.5 Senior Director of Web and Social Strategy (Senior Director): University employee overseeing the planning, strategy, content, and messaging on UVU's social media and digital properties, which includes tracking and analyzing UVU's social media presence, and publishing an annual, strategic social media plan. The Senior Director works directly with UVU department and college social media administrators to ensure all information and messages adhere to official policy, protocols, and guidelines.

3.6 Social media: A software system or service provided via the internet, or an app used to communicate and share information between people through interactions with video, audio, text, or multimedia.

3.7 Social media administrator: A full-time university employee who maintains administrative access to and manages a university social media account and may oversee social media managers.

3.8 Social media manager: A university employee or student who, under the direction of a social media administrator, is responsible for content on a university social media account.

3.9 University community members: All persons employed by or affiliated with Utah Valley University in any way and persons participating in any university program or activity, including but not limited to trustees, advisory board members, administrators, faculty, staff, students,



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independent contractors, volunteers, and guests or visitors to any university campus or any property owned or leased by the University.

3.10 University organizations: An official college, school, institute, center, office, or department of Utah Valley University.

3.11 UVU social media account: Social media accounts that are approved and administered by UVU in accordance with this policy. Such accounts communicate on behalf of UVU or one of its subunits and should advance UVU's interests.

4.0 POLICY

4.1 Scope of Policy

4.1.1 This policy applies to university organizations and members of the university community engaged in the administration, creation, and management of university social media accounts or social media content.

4.1.2 As stated in UVU Policy 161 *Freedom of Speech*, Utah Valley University is committed to the principles of free speech and assembly guaranteed by the United States Constitution and the Utah Constitution, and in accordance with generally accepted concepts of academic freedom.

4.1.3 At times two or more campus entities will share posts with conflicting views. This is appropriate and permitted as posts should help build conversations and a positive learning environment about a variety of topics.

4.1.4 The University does not sponsor or sanction the messages stated or the methods of speech used in personal or other social media accounts that are not UVU social media accounts.

4.1.5 This policy does not govern social media accounts that are not UVU social media accounts (see section 3.11) and those that reasonably appear to be UVU social media accounts in accordance with section 4.5. This policy, therefore, does not cover students or employees' private social media.

4.2 Policy Statement

4.2.1 UVU social media accounts may be established and managed by university organizations and members of the university community if authorized by UVU in accordance with this policy.

4.2.2 Content posted by the University or the public on any official social media site may be monitored and may be considered public under Utah public records laws under UVU Policy 133 *Compliance with Government Records Access and Management Act (GRAMA)*.



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4.2.3 All activity on a UVU social media account is deemed official university communication.

4.2.4 Social media administrators and social media managers may not engage in personal activity under the guise of official university communication.

4.2.5 Information not authorized for release under GRAMA, HIPAA, and FERPA shall not be posted or solicited on UVU social media accounts.

4.2.6 Unless authorized by a university organization, financial transactions are not allowed on UVU social media accounts, including credit card transactions and money transfers.

4.2.7 UVU reserves the right to remove university social media account content without notice and to report it to appropriate authorities in accordance with section 4.6.1.

4.2.8 Students, faculty, and staff who violate this policy may be subject to disciplinary action under the relevant disciplinary procedure pursuant to university policy.

4.2.9 Social media administrators and social media managers of UVU social media accounts, except for students engaging as account managers to fulfill learning objectives as part of a UVU educational learning experience, must be compensated in accordance with UVU Policy 325 *FLSA Compliance: Exempt/Nonexempt Classifications, Wages, and Work Hours*.

4.2.10 Students should not be required to create a personal social account on any platform. Furthermore, it should not be mandatory for students to follow or accept a follow from an employee or class social media account. Making a personal social media account public or private should be at the discretion of the student.

4.3 NCAA Social Media Compliance

4.3.1 In accordance with NCAA regulations, university employees shall refrain from contacting prospective student-athletes on social media until after they have signed a National Letter of Intent with the school. Employees may consult with UVU Athletics Compliance for additional guidance.

4.4 Administration of UVU Social Media Accounts

4.4.1 The Vice President of Marketing and Communications shall designate the Senior Director of Web and Social Strategy (Senior Director) to be responsible for overseeing the planning, strategy, administration, authorization, content, and messaging of the University's social media accounts.

4.4.2 Under the authorization of the Senior Director, only social media administrators or social media managers under their direction may manage and publish content to UVU social media accounts.



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4.4.3 University organizations and members of the university community may submit a request via email for authorization of a university social media account to the Senior Director. The Senior Director shall review each request and provide written authorization or denial to the requester. Requesters may submit an appeal of the decision in writing to the Vice President of Marketing and Communications.

4.4.4 Upon approval from the Senior Director and completion of social media training, a social media manager may create a new UVU social media account.

4.4.5 Social media administrators and social media managers for university social media accounts shall

4.4.5.1 Ensure that content adheres to applicable federal and state laws and regulations and university policies, including, but not limited to, *Federal Educational Rights and Privacy Act (FERPA)*, *Health Insurance Portability and Accountability Act (HIPAA)*, UVU Policy 135 *Use of Copyrighted Materials*, UVU Policy 136 *Intellectual Property*, and UVU Policy 452 *Electronic and Information Technology Accessibility*.

4.4.5.2 Respect third-party intellectual property rights, including copyrighted materials; and

4.4.5.3 Adhere to the terms of service of the social media account providers.

4.4.6 The Senior Director may direct any unauthorized social media administrator to cease UVU social media content management, to deactivate or discontinue unauthorized UVU social media accounts, or otherwise to cease unauthorized representations on behalf of UVU.

4.5 Unauthorized Social Media Accounts

4.5.1 Except as authorized in accordance with this policy, members of the university community, university organizations, and non-university affiliated individuals and organizations are prohibited from creating or managing social media accounts that appear to be owned or managed by UVU.

4.5.2 Social media accounts appear to be owned by or associated with UVU when some or all of these factors are present:

4.5.2.1 A UVU employee manages the account in the course and scope of their UVU job duties.

4.5.2.2 The title of the account includes the name UVU or Utah Valley University or the use of the UVU trademark.

4.5.2.3 The account's content reflects an intention to advance UVU programs, events, or activities.



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4.5.2.4 The account's content primarily addresses the UVU community including prospective, current, or former students, faculty, and staff.

4.5.2.5 The account lists UVU contact information.

4.5.2.6 The account includes a UVU website URL.

4.5.2.7 The account's content contains implied or direct expressions on behalf of a UVU division, department, or other university unit.

4.5.2.8 A member of the university organization requests that other University community members use the social media account as a channel for interactive communication.

4.5.3 Students and registered student clubs generally do not represent or act under the direction of UVU and are therefore ineligible to create or manage a UVU social media account. Registered student clubs, nonetheless, may use the names "Utah Valley University" or "UVU," but only to denote the location of the club. For example, they may use the following format: "[Club name] at Utah Valley University." They should not use this format: "Utah Valley University [club name]."

4.6 Managing Third-Party Engagement

4.6.1 Third-party social media users may interact with content published by UVU social media administrators and social media managers via the interactive portions of UVU social media accounts. In general, these interactions are legally protected expression. Posts that are merely offensive or espouse unpopular viewpoints may not be removed, hidden, or blocked.

4.6.2 Social media administrators, social media managers, or the Senior Director may remove or hide third-party expressions or block or remove users only in the following circumstances:

4.6.2.1 After consultation with and approval from the Senior Director, social media managers may remove or hide third-party content, or block or remove users if their posts constitute harassment under UVU Policy 162 or 165, electronic communication harassment as defined by Utah Criminal Code § 76-9-201, obscenity as defined in UVU Policy 161, inciting others to engage in illegal activity, objectively credible threat of violence, defamation, substantially misleading or fraudulent commercial speech, speech causing substantial disruption to a university program or activity, violation of state or federal privacy law, or another category of legally unprotected expression.

4.6.2.2 A social media administrator may expressly publish the purpose (for example, to discuss UVU's College of Science programs and activities) of a given social media forum and remove or hide any third-party engagement unrelated to the topical purpose of the forum. In this case, any editorial management of third-party posts must be consistently applied and done without regard



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to the third party's viewpoint. The purpose of this is to maintain the account's focus on a particular topic, rather than conforming discussion to a particular viewpoint.

4.6.2.3 A social media administrator may expressly publish the identity of the intended audience of a UVU social media account and limit membership according to that audience (for example, UVU alumni or currently enrolled theater students), so long as the limitation is consistently applied. The audience may not be limited on the basis of a protected identity, such as race, color, national origin, religion, age, sex, sexual orientation, gender identity, or disability status.

4.6.2.4 In consultation with and approval from the Senior Director, social media administrators or social media managers may remove content based on other case-by-case circumstances determined to be lawful by UVU's Office of General Counsel.

4.6.3 Nothing in this policy prevents a social media manager from disabling the interactive features of a UVU social media account on any social media platform.

4.6.4 Official restricted or private UVU social media accounts are not allowed, except in extraordinary circumstances and approved by the Senior Director.

5.0 PROCEDURES

5.1 Social Media Administrators' Training and Responsibilities

5.1.1 Social media administrators and social media managers are required to complete training under the direction of the Senior Director before they receive authorization to manage content on or administer a UVU social media account.

5.1.2 Training for social media administrators and social media managers must include instruction on ADA-accessible web content, free speech principles, student and employee privacy, copyright and trademark principles, and UVU branding and style requirements.

5.1.2.1 Social media administrators and social media managers are responsible to learn and use authorized social media tools and accessibility features available in each social media platform. Accessibility requirements apply to the content, not the features on the social media platform.

5.1.3 Each UVU social media account must have a minimum of two administrators. At least one of the administrators shall be a member of the University Marketing and Communications Social Media Team.

5.1.4 Social media administrators and social media managers must adhere to the policies of the social media platforms they use. Because social media platform policies regularly change, the social media administrator and social media manager are responsible for ongoing monitoring and compliance.



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5.1.5 Social media administrators must update UVU social media account information with the Senior Director annually. The update shall include providing administrative access and/or the username and password to ensure continuity and for emergency use by University Marketing and Communications.

5.1.6 Social media account names should include “UVU” and describe the area, department, or course. For example, the format should be as follows: UVUMBB, UVUWSC, UVUCET, UVULIBRARY, UVUMKTG3660 or UVUCOMM3120.

5.1.7 Bios should reflect the full name of the course and a brief description of the organization, or class objective. For example, bios should be formatted as follows:
“Utah Valley University Library–Official Instagram account of Fulton Library & Roots of Knowledge stained-glass gallery,” or “UVUComm3120–Fundamentals of Social Media. An overview of how social media impacts society on both a macro and micro level.”

5.1.8 Bios should also contain a link to Community Guidelines, which can be obtained from University Marketing and Communications

5.2 Intellectual Property

5.2.1 All social media icons, photos, and profile images must comply with applicable university branding standards, which can be found in the *Branding and Logos and University Web Style Guide*.

5.2.2 Written permission is required when recording a third party (audio, film/video, photograph) or publishing any such recording or image. Social media administrators and social media managers are responsible for submitting consent release forms, which may be obtained through University Marketing and Communications. A photography consent release form can be found here: https://www.uvu.edu/chps/procedures/marketing/photography_consent_release_form.html.

5.2.3 Restricted-use recordings are prohibited without authorization from the Office of General Counsel.

5.2.4 Individuals may not distribute, reproduce, screenshot, or modify third-party content without permission [tagging/at-mention process in social platforms] from the rights holder. Contact University Marketing and Communications at social@uvu.edu for more information on platform functionality/limitations. Watermarks or other copyright identifiers are not to be removed or concealed unless authorized in writing.

| POLICY HISTORY | | |
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| Date of Last Action | Action Taken | Authorizing Entity |
| May 9, 2023 | New policy approved. | UVU Board of Trustees |
| Sep. 26, 2023 | Changed “private social media of students or employees” to “students or | UVU Policy Office |



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| | employees' private social media" – change of wording to clarify, but also there was an article missing | |
| Sep. 26, 2023 | Changed "UVUCOMM3120/" to "UVUCOMM3120" | UVU Policy Office |
| Sep. 26, 2023 | Changed "Oversees the planning" to "university employee overseeing the planning" | UVU Policy Office |