

# Social Media Policy

## PURPOSE

The purpose of this policy is to address legal and other issues that may stem from participating in social media (external and internal), to protect ASI and USU employees, student leadership, and third parties (i.e. students, customers, vendors, and business partners) from damages arising from inappropriate and/or unlawful use of social media..

## POLICY

This policy provides guidelines on proper and lawful use of ASI and USU Social Media.

This policy was voted on and approved by the ASI Board of Directors on: 5/12/15  
This policy was voted on and approved by the USU Board of Directors on: 5/7/15

The following signatures of the ASI Vice President and USU Vice Chair, verify the approval of their respective boards.

 _____ ASI Vice President	 _____ Signature	5.14.15 _____ Date
 _____ USU Vice-Chair	 _____ Signature	5-14-15 _____ Date

*\* This policy may be amended by a two-thirds vote of the ASI Board of Directors.*

## **PROCEDURE**

### **1.0 Definition of Social Media**

1.1 For purposes of this policy, “Social Media” means any internet-based media created through social interaction, where users primarily produce and contribute to (rather than just consume) the content. Social Media includes, but is not limited to, social or professional networking websites, wikis, blogs, virtual worlds, photo-sharing websites, and video-sharing websites. The lack of reference to specific Social Media websites (i.e. Facebook, Twitter, etc.) throughout this policy does not limit the extent or application of this policy.

### **2.0 Policy Applies To**

2.1 This policy applies to all employees and student leaders within ASI and USU, their contractors, and to any other person who is notified that this Social Media policy applies to them. This policy uses the term “users” to refer to all individuals subject to this policy.

3.0 This policy applies to “Social Media Activity” that relates in any way to ASI or USU business as well as permitting, or failing to remove, such posts or communications by others where the user can control the content of postings, such as on a personal page or blog. This policy applies to Social Media activity when on or off duty, while using ASI or USU’s or personal electronic resources, and whether or not the employee posts anonymously or using a pseudonym. Users who are expressly authorized to engage in Social Media activity on ASI or USU’s behalf are expected to comply with the Social Media Guidelines, the ASI and USU Code of Ethics, Code of Conduct, and Statement of Values.

### **4.0 Social Media Accounts**

4.1 ASI and USU will create and manage official social media sites for use by the following groups:

- Warrior Activities Center (hereinafter referred to as “WAC” and which will serve ASI and USU Marketing, Code Red Entertainment, and Weekend Warrior events and programs)
- ASI Student Government
- USU Board of Directors.

### **5.0 Access**

5.1 Access to the Warrior Activities Center social media sites will be granted and monitored by the ASI and USU Executive Director.

5.2 Access to ASI Student Government or USU Board of Directors social media sites will be open and available to ASI and USU Executives and designated staff who have completed the required training.

5.3 No member will be granted access to utilize any ASI or USU social media site until the required training has been completed. ASI and USU staff responsible for

the administration of the required training will make it a priority to schedule and complete the training for new student assistants in a timely manner.

## **6.0 Regulation**

- 6.1 The ASI and USU Executive Director will be responsible for designating employees to develop postings and also for the oversight of and the approvals for all information posted to that page.
- 6.2 Social Media Activity undertaken by ASI Student Government or USU Board of Directors on official ASI and USU social media sites will also provide both boards with an opportunity to disseminate general information as well as providing the student leaders with an opportunity to engage the student body in back and forth dialogue on various issues pertaining to the quality of their education.

## **7.0 Expectations**

- 7.1 All social media activity on behalf of either ASI or USU is required to adhere to the ASI and USU Code of Ethics, Code of Conduct, Statement of Values, and the Social Media Guidelines

## **8.0 Enforcement**

- 8.1 Under the authority of the ASI and USU Executive Director, a designated staff member will review social media activity to the fullest extent permitted by law to ensure compliance with the Social Media Policy. Engaging in social media activity anonymously or using a pseudonym may result in steps being taken to determine your identity.
- 8.2 Users will be held accountable for engaging in social media activity that violates this Policy. Posting determined to be in violation, will be removed and/or reported to the ASI Board of Directors Rules Committee, the USU Board of Directors Executive Committee, and/or the ASI and USU Executive Director; dependent upon the position of the violator. The committee/Executive Director will determine whether a violation has occurred and if disciplinary action is warranted.
- 8.3 Failure to comply with this Policy may result in disciplinary action up to and including: termination of employment, official reprimand, dismissal, legal action, and/or criminal prosecution. ASI or USU may report suspected unlawful conduct to appropriate law enforcement authorities. ASI and USU will not construe or apply this policy in a manner that interferes with or limits employees' rights under the National Labor Relations Act.