

ASSOCIATED STUDENTS SOCIAL MEDIA POLICY

I. NAME

This document shall be called the Associated Students Social Media Policy.

II. PURPOSE

This policy is to provide guidelines for Associated Students (AS) student and professional staff use of official AS program, service and business enterprise social media accounts.

For the purposes of this policy, social media is defined as websites and applications that enable users to create and share content or to participate in social networking. The lack of reference to any specific social media tools within this policy does not imply that they are exempt from the rules and regulations set forth.

The policy requires that:

- Officially recognized social media channels and web pages be reviewed and approved through an approval process by AS Marketing & Design.
- Officially approved social media accounts must be administrated (admin access) by a Marketing & Design career staff employee or designee.
- All content created to inform or promote AS offerings to CSU, Chico students will be posted to officially recognized social media channels. No unapproved channels will be allowed to exist without approval from the AS Marketing & Design (ASMD) Department.
- All content adheres to the established guidelines for suitability and appropriateness.
- Inappropriate, offensive, injurious, libelous and illegal content as defined by the guidelines may be removed at the direction of the AS Marketing & Design Department or the Executive Director.

III. DATE OF EFFECTIVENESS

This policy shall be effective upon the approval of the Board of Directors (BOD).

IV. AMENDMENTS

This Policy may be amended by a 2/3 majority vote of the BOD.

V. GUIDELINES

Access:

- A. Access to AS official social media accounts will be granted and monitored by an ASMD employee, with approval from the ASMD Department. This oversight includes the ability to add or remove authorized accounts and account users. All AS social media channel profiles must include at least one career employee administrator at all times.
- B. The ASMD Department will be responsible for overseeing all authorized account users and delegating the development of social media content. All social media content will be approved by an ASMD employee or designee prior to public posting. All ASMD employees are expected to abide by the rules and regulations set forth in this policy and authorized to post content in line with AS expectations and values.
- C. All AS social media account credentials (e.g., usernames, passwords) will be regulated by the ASMD Department. Authorized account users will be given access to this information with the expectation that the login credentials are confidential and not to be

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shared with others. No changes to the username or password of any AS social media account will be made without notifying the ASMD Department.

- D. The ASMD Department reserves the right to rewrite, reschedule, reject and/or delete any content (e.g., tweet, photo, video) that is inaccurate or grammatically incorrect, including typos or inaccurate information, is unrelated to AS programs or services, does not represent the AS's tone and/or style, includes profanity, derogatory, or combative language and/or images, or does not otherwise comply with the AS's brand identity and corporate policy.
- E. The creation of new and/or elimination of existing AS-related social media accounts will be handled by the ASMD Department in consultation with the Executive Director.

Rules and Regulations:

- A. When using AS social media accounts, authorized account users must:
 - 1. Remember that all content is a representation of the AS.
 - 2. Refrain from reporting, speculating, or commenting on any university or AS-related topics, policies, operations, or personalities that could be considered sensitive, confidential, or disparaging.
 - 3. Respect laws governing copyright and copyrighted materials (e.g., photos, designs, text), giving appropriate credit to the original author/creator. When in doubt, the source of the original content should be cited.
- B. Careful review should be given before posting to any AS social media account. Authorized account users should consider whether or not the content may be polarizing or controversial. When in doubt, account users should consult the Assistant Director, Marketing and Design and/or the Executive Director.
- C. Responses to comments, posts, mentions, and direct messages should be done in a timely manner and with accurate information. Authorized account users must be respectful at all times. The only comments that should be deleted are those that use profanity or are otherwise disparaging of individuals or groups. Authorized account users should consult the ASMD Department with questions on appropriate response techniques.
- D. The creation or deletion of AS-related social media accounts/pages is prohibited without the approval of the ASMD Department and the Executive Director.
- E. Only those authorized to speak on behalf of the AS in an official capacity may do so via social media channels. When discussing AS-related information (e.g., business, programs, employees) on personal social media accounts, students, staff and volunteers must make it known that the opinions are their own and do not reflect the views of the AS. When in doubt, please consult the ASMD Department.
- F. AS personnel are prohibited from using AS social media accounts to promote personal pages, business or political interests, or campus clubs/organizations that are not associated or partnered with the AS without permission from the ASMD Department or designee.
- G. Authorized account users using social media channels are expected to do so without infringing on the copyrights of others. Users are prohibited from engaging in any activities via social media channels that could easily provoke a legitimate copyright infringement claim including posting content (e.g., photos, designs, music, text).
- H. Those selected to manage AS official social media channels must sign a Responsible User Agreement prior to receiving log in credentials and becoming an authorized account user.

Confidential Information:

- A. AS personnel (e.g., Authorized account users, staff, students, volunteers, interns) are prohibited from using official AS or personal social media accounts to disclose confidential, non-public AS information. This includes but is not limited to financial and employment information.

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- B. In order to respect the privacy and confidentiality of AS employees, students, and partners, users should obtain consent before mentioning specific individuals by name in any social media post.
- C. Account users are prohibited from sharing proprietary information via AS social media accounts.

Penalties:

- A. Failure to comply with the AS Social Media Policy may result in:
 - 1. Withdrawal of access to information and/or information resources.
 - 2. Disciplinary action, up to and including termination or removal from position.
 - 3. Civil or criminal penalties as provided by law:

Approved BOD: 4/20/22