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Document Area Vice President for Marketing and Communications
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Social Media Policy

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Policy Owner: Amy Bollinger/Vice President, University Marketing and Communications

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1.0 Reason for Policy

Saint Louis University (SLU) uses a variety of social media platforms and channels for communications and marketing. All social media accounts in the University's name are the property of the University and are required to follow this Social Media Policy to ensure institutional integrity.

This policy covers the creation and usage of all social media accounts representing Saint Louis University, the responsibilities of account owners/administrators, special considerations related to the administration of University Social Media Accounts and the enforcement of this policy.

2.0 Policy Statement

Although staff and faculty may create accounts on behalf of SLU, that action does not confer ownership rights; University Social Media Accounts are the sole property of SLU. Posting on

University Social Media Accounts can be rescinded due to violation/s of this policy, employment changes or by administrative decisions.

Any individual posting to an account representing SLU (University Social Media Account) must adhere to the following policy and all guidelines otherwise mentioned.

SLU embraces civil discourse and the vigorous exchange of ideas. This policy should not be interpreted as constraining those values on personally held accounts or other non-University media. Student organizations and the personal social media of faculty and staff members are not subject to this policy.

Accessibility: All content on University Social Media Accounts must comply with accessibility best practices using all tools available on each platform to make content equally available to all.

Account Administration: Primary administrative rights for all University Social Media Accounts must be assigned only to full-time SLU employees. All University Social Media Accounts must have a minimum of two full-time staff Account Administrators. Administrative access to University Social Media Accounts should not be extended to undergraduate or graduate students.

Account Administrators are required to complete a training workshop each academic year.

The name of the responsible employees and their current contact information must be provided to SLU's Division of Marketing and Communications. The account's "About" section should mention that the site is maintained by a University employee.

In the event an Account Administrator should leave the University, voluntarily or otherwise, access to any University Social Media Account they administer must be handed over to an appropriate staff replacement or the Division of Marketing and Communications and their access removed. If using a shared department email address, passwords must be changed by the replacement. University Social Media Account access must be terminated immediately upon the account administrator's separation from SLU.

Account Access: All University Social Media Accounts are the property of SLU. As such, the Division of Marketing and Communications will be granted administrative access to all accounts. Account Administrators also may be required to provide login information or share administrative privileges. The University reserves the right to call for the removal or change of any content or accounts at the discretion of the Division of Marketing and Communications.

Account Creation: To establish a new social media account, the SLU account owner/administrator must receive written approval from their dean or vice president and the Division of Marketing and Communications. Only the Division of Marketing and Communications will develop social media accounts for SLU at large, generally called SLU_Official.

Upon approval, all University Social Media Accounts must use a slu.edu email account (ideally a shared departmental email address) for logins that require an email address.

If a social media account is denied, use of University copyrighted or trademarked materials, or

University funding, equipment or property is prohibited.

Advertising and Marketing: The use of social media in paid advertising or marketing is governed by SLU's Advertising Policy. The Advertising Policy provides information and requirements for social media marketing and advertising.

Announcing University News/Media Contact: Official announcements and statements, including University closures, warnings of campus incidents and messages responding to external events, will come directly from SLU_Official accounts, which the Division of Marketing and Communications manages. Non-Marcom accounts that wish to share University news, must share only what is a matter of public record and link directly to resources on slu.edu. Social media posts may generate interest from print, television or online news media sources. If contacted by any media source as a result of a social media post, contact the Division of Marketing and Communications before responding.

Exception: In emergency situations, DPS can provide updates via social media for the safety of the SLU community.

Branding: All University Social Media Accounts must comply with SLU's logo policy. SLU's logos and branding are trademarks of Saint Louis University and can only be used on social media sites with permission of the Division of Marketing and Communications.

Endorsements: Promotions, endorsements or commercial advertisement of non-SLU entities or organizations is discouraged; any promotional/endorsement/advertisement agreement must be approved by the Division of Marketing and Communications.

Images, Video and Words: Per the [Student Handbook](#), SLU students can opt out of photographs, names and audio and video recordings for general use in print and digital marketing assets, public relations, promotions, publicity and advertising.

All images and videos used on the University's social media accounts should either be the intellectual property of the University (taken by a SLU employee or authorized vendor for the purpose of marketing or communicating about SLU) or should be used with explicit written permission.

All content should comply with copyright and fair use laws; this includes music added to originally created videos, as well as video produced by a third party. Please note that fair use regulations differ by application, and anything used on a website or social media account for Saint Louis University may be considered marketing.

Any content representing SLU should promote the standards expected from a top-ranked university. Use good judgment and ensure that all the facts are valid before posting. Strive for accuracy; proofread and spell check. Errors and omissions reflect poorly on the University and may have significant consequences. If an Account Administrator is in error, or has inadvertently omitted pertinent information in a post, the administrator must acknowledge the error and make corrections quickly and prominently. If there is any question about whether it is appropriate to write about certain subjects, consult the Division of Marketing and Communications first.

Account Administrators must not represent shared content as their own. When planning to copy and paste someone else's content versus sharing (i.e., Facebook share), administrators must attribute the content or gain written permission from the original creator.

Moderation: Each University Social Media Account must have designated staff empowered to respond to comments and questions and otherwise ensure that the content posted to the site (on behalf of the University or by third parties) is consistent with these guidelines. Responses to direct messages, inquiries or comments should be handled promptly and professionally. SLU reserves the right to delete user comments that promote commercial ventures, do not meet SLU's mission and values, or do not comply with other University or social media platform specific policies following consultation with the Division of Marketing and Communications.

University Social Media Accounts should not moderate user comments on posts without consulting with the Division of Marketing and Communications to determine an appropriate course of action.

Posts or direct messages related to criminal action or self-harm should immediately be reported to the Department of Public Safety, followed by an alert to the Division of Marketing and Communications. Instances of bias, either in posts or via direct messages to social media accounts, can be reported to the Office of Compliance and Ethics' SLU Integrity Hotline. Consult with the Division of Marketing and Communications or the Title IX coordinator for more details.

NCAA Rules and Regulations: SLU employees and affiliates are required to follow NCAA regulations related to social media and communication with prospective student-athletes.

Political Activities: SLU is a 501(c)(3) tax-exempt organization. As a condition of maintaining its tax-exempt status, the University is prohibited from intervening in political campaign activities, either directly or indirectly, in support of candidates for any elected public office. The prohibition on political campaign interventions is absolute, covering all uses of University assets and resources. Employees are strictly prohibited from undertaking political campaign activities at all times in which they are required to render services to the University and when acting as a representative of the University.

Account Administrators who make political statements through their personal social media accounts and have in any way identified themselves as employees of the University, must expressly state that they are not speaking on behalf of the University.

Proprietary Information: Account Administrators must not post confidential or proprietary information about SLU, its students, their families or guardians, its employees, its donors or its alumni. Examples of categories of confidential information that must not be revealed include, but are not limited to: student education records, admissions documents, disciplinary proceedings, patient health records, personnel records, personal or institutional financial information, information related to research, proprietary knowledge and intellectual property. Account Administrators must follow all applicable federal privacy regulations including, without limitation, the Health Information Privacy and Portability Act (HIPAA), the Family Educational Records

Privacy Act (FERPA) and the Gramm Leach Bliley Act (GLB), and adhere to all University privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action or termination. This recommendation does not extend, and specifically excludes, protected activity under Section 7 of the National Labor Relations Act.

Transactions: University Social Media Accounts should not be used to convey personal information or execute business transactions. Any gift solicitations must be coordinated with and approved by the Division of Development.

3.0 Scope

This policy applies to all operating units of Saint Louis University and Saint Louis University Madrid, including all faculty, staff, volunteers and other workforce members not otherwise identified.

4.0 Procedures

Requests for new social media accounts must be made to SLU's Division of Marketing and Communication using the Social Media Planning Form. For SLU Madrid, requests for new social media accounts must also be made to SLU Madrid's Department of Marketing and Communications.

University Social Media Accounts must remain active, posting with regular frequency. An account that goes 60 days or more with no activity will be considered dormant. Account Administrators who are contacted by SLU's Division of Marketing and Communications about a dormant account will have 60 days to bring the account into compliance. If the account is not compliant at that time, it will be recommended for deletion.

Departments should consider their message, audiences and goals for their social media site before establishing a page. Whenever possible, departments are encouraged to coordinate with related University Social Media Accounts before starting a new presence.

5.0 Sanctions

Individuals who fail to comply with this policy and the procedures associated with it may be subject to disciplinary actions guided by the University's Staff Performance Management Policy, SLU Faculty Manual (St. Louis Campus) or Student Handbook. Non-compliance with this policy may result in disciplinary action, up to and including separation from the University.

For SLU Madrid, individuals who fail to comply with this policy and the procedures associated with it may be subject to disciplinary actions guided by Spanish Labor Law.

6.0 Responsibilities

SLU's Division of Marketing and Communications will consider requests for University Social Media Accounts in a timely, consistent and impartial manner.

Account Administrators will adhere to all terms of this policy as well as any applicable platform-specific policies and terms of service, regardless of how often they change. Account Administrators will not engage in any behavior that may put SLU's social media access and use in jeopardy.

SLU Madrid Department of Marketing and Communication will consider requests for SLU-Madrid Social Media Accounts in a timely, consistent and impartial manner.

7.0 References

University Policies Including But Not Limited To:

[Americans with Disabilities Act \(ADA\) Policy](#)

[Non-Retaliation Policy](#)

[Reporting Concerns of Misconduct Policy](#)

[Staff Performance Management Policy](#)

[Record retention policy](#)

[Advertising Policy](#)

[Branding/Logo Policy](#)

[Web and URL Policy](#)

University Resources Including But Not Limited To:

[SLU Faculty Manual \(St. Louis Campus\)](#)

[Student Handbook](#)

[SLU Social Media Guidelines](#)

External Resources Including But Not Limited To:

Account administrators must also adhere to all applicable state, federal and local laws, including intellectual property rights and federal copyright law. All policies, guidelines and best practices related to FERPA, HIPAA and NCAA student/athlete recruitment apply.

8.0 Definitions

Account Administrator: A full-time university employee who is responsible for managing and moderating a University Social Media Account.

Division of Marketing and Communications: Saint Louis University's Division of Marketing and Communications (Marcom) owns this policy and will determine the appropriate use of social media representing SLU and the SLU brand. Any questions regarding this policy or Saint Louis University's social media presence may be addressed to the Division of Marketing and Communications at marcom@slu.edu.

SLU_Official: Social media accounts that represent Saint Louis University as a whole, administered by the Division of Marketing and Communications.

Social Media: Generally defined, social media is the use of a website or mobile device to connect with people who share personal or professional interests. Examples of social media include – but are not limited to – Facebook, Instagram, Twitter/X, LinkedIn, TikTok, Snapchat, Pinterest, YouTube, Threads and others.

University Social Media Account: Any social media account representing Saint Louis University in an official capacity as indicated by using trademarked language, including Saint Louis University, SLU or Billiken. This includes but is not limited to schools/colleges/centers/institutes/labs, departments/divisions, offices/programs, buildings or any other entity that is SLU's intellectual/physical property.

9.0 History

This is a new University policy.

Approval Signatures

Step Description	Approver	Date
Chief Policy Officer review before PRC	Michael Reeves	Pending

Applicability

SLUCare, Saint Louis University

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