

EMPLOYEE SOCIAL MEDIA GUIDELINES

Social media play a vital role for the Longwood University community. At the same time, the University seeks to speak with one voice on official University social media sites. To achieve this goal, these guidelines will assist faculty and staff regarding the use of official University social media sites that represent the University or its schools, departments, units or offices.

“University social media” means any social media that purports to represent the University or its schools, departments, units or offices. This includes University Facebook, Twitter, Instagram, YouTube and Snapchat accounts. These guidelines supplement DHRM Policy 1.75 – Use of Electronic Communication and Social Media.

1. Strategic Operations approves the creation of any new University social media accounts. Schools, colleges, departments, units or offices may post relevant information on their respective University social media accounts.
2. Posts on university social media must adhere to state and federal laws and regulations, and University policies. Only public information may be posted on official University social media sites.
3. University social media should not disclose private, confidential, privileged, proprietary, sensitive, or non-public information about the University, such as information about students, or anything about the university that has not been made available to the public. Any sensitive personal information or other confidential information posted on University social media must be removed by the site administrator as soon as practically possible upon discovery.
4. All University social media must respect intellectual property rights, federal copyright law and University policies. Use of third-party copyrighted or trademarked material or use of a person’s likeness without permission in digital content may be illegal and may expose the University to liability and reputational risk. University units or offices proposing university social media posts are responsible for obtaining the necessary clearance for use of intellectual property rights, such as music, photos or a person’s likeness.
5. University social media is for university communication and should not reflect the personal views of an employee. University social media should not be used to promote or endorse a product, cause, political party or political candidate. Strategic Operations is responsible for oversight of University social media.
6. Nothing in these guidelines prohibit employees from posting or expressing personal opinions on personal social media accounts. When using personal social media, employees should avoid the appearance that they are speaking on behalf of, or representing, the University.