POLICY STATEMENT

The University of North Dakota (UND) supports the need for a strong presence on social media. It encourages schools/colleges, departments, programs, and student organizations to be active on social media and build enriching relationships while portraying, promoting, and protecting the University. Social media interactions on behalf of UND must represent the University's best interests. To this end, UND may moderate social media content (e.g., hide or delete comments, block users, or turn off comments) on official University social media accounts that does not comply with UND policies (e.g., UND discrimination and harassment policy).

REASON FOR POLICY

Social media creates opportunities to showcase UND, but it also creates risks and responsibilities. The intent of this policy is to clarify the appropriate use of official University social media accounts, including how accounts must be set-up and managed, and how content must be moderated.

SCOPE OF POLICY

- President
- Vice Presidents
- Deans, Directors & Department Heads
- Area Managers & Supervisors
- Employees
- Students
CONTACTS

Specific questions should be directed to the following:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Contact</th>
<th>Telephone</th>
<th>Department/Office E-Mail Web Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy Clarification</td>
<td>Division of Marketing &amp; Communications</td>
<td>(701) 777-4098</td>
<td><a href="mailto:marketing@UND.edu">marketing@UND.edu</a> Division of Marketing &amp; Communications Website</td>
</tr>
<tr>
<td>Change in Account Administrator</td>
<td>Division of Marketing &amp; Communications</td>
<td>(701) 777-4098</td>
<td><a href="mailto:socialmedia@UND.edu">socialmedia@UND.edu</a> Division of Marketing &amp; Communications Website</td>
</tr>
<tr>
<td>Confidential Information, Copyrighted or Licensed Material, Content Ownership</td>
<td>Corporate Engagement &amp; Commercialization</td>
<td>(701) 777-6772</td>
<td>Corporate Engagement &amp; Commercialization Website</td>
</tr>
<tr>
<td>Creation and Termination of Social Media Accounts</td>
<td>Division of Marketing &amp; Communications</td>
<td>(701) 777-4098</td>
<td><a href="mailto:socialmedia@UND.edu">socialmedia@UND.edu</a> Division of Marketing &amp; Communications Website</td>
</tr>
<tr>
<td>UND Brand Standards</td>
<td>Division of Marketing &amp; Communications</td>
<td>(701) 777-4098</td>
<td><a href="mailto:identity@UND.edu">identity@UND.edu</a> UND Brand Standards Website</td>
</tr>
<tr>
<td>NCAA Rules</td>
<td>Athletics Policy</td>
<td>Department of Athletics</td>
<td>(701) 777-2234</td>
</tr>
</tbody>
</table>

DEFINITIONS

Campus Authority
The Division of Marketing & Communications has campus authority over official University social media accounts.

Hyperlocal Social Media Platforms
Social media platform focused on a specific, local geographic area (e.g., University of North Dakota).

Official University Social Media Accounts
Social media accounts that are approved and administered by UND in accordance with this policy. The accounts are used in an official capacity by a college, school, department, office, program or other unit of the University for purposes of representing the unit and/or University. University student club and organization social media accounts are not official University accounts.

Personal Social Media Account
An account where an individual shares their personal content and views not related to University business.
Social Media Account | Accounts, profiles, pages, feeds, registrations and other presences on or in connection with any (i) social media or social networking website or online service, (ii) blog or microblog, (iii) mobile application, (iv) photo, video or other content-sharing website, (v) virtual game world or virtual social world, (vi) rating and review website, (vii) wiki or similar collaborative content website or (viii) message board, bulletin board, or similar forum.

Social Media Account Administrator | A full-time University employee assigned the responsibility of managing, monitoring, and maintaining official University social media accounts.

Social Media Guidelines | Best practices and conventions for creating and managing successful social media accounts on behalf of the University. Guidelines change over time as social media platforms evolve.

Social Media Platforms | A website or internet medium that (i) permits a person to become a registered user, establish an account, or create a profile for the purpose of allowing users to create, share, and view user-generated content through such an account or profile; (ii) enables one or more users to generate content that can be viewed by other users of the medium; and (iii) primarily serves as a medium for users to interact with content generated by other users of the medium.

Unauthorized Social Media Accounts | Accounts that purport to represent the University without express authorization from a unit head.

Unit Head | For academic units, this is the dean, and for all other units, this is the vice president. A designee may be appointed by the dean or vice president.

Unprotected Speech | Includes, but is not limited to, the following categories: obscenity, defamation, fraud, incitement, fighting words, true threats, and speech integral to criminal conduct.

PRINCIPLES

Overview

This policy is designed to ensure that all official University social media accounts represent UND in a positive and professional manner. Students and employees are expected to uphold the University’s social media policy. Any violations of the policy may result in disciplinary action, up to and including deactivation or discontinuation of UND social media accounts, and/or further disciplinary action.

The vice president of marketing and communications has the authority to direct any account administrator to cease social media account management or to otherwise cease unauthorized representations on behalf of UND.
Exclusions

This policy applies only to official University social media accounts, UND-owned devices, and applicable institutional networks. Accordingly, nothing in this policy is intended to limit any speech or conduct protected by the First Amendment. UND student organization accounts are not considered official University social media accounts. Accordingly, nothing in Personal social media accounts for individual use are not governed by this policy is intended to limit any speech or conduct protected by the First Amendment. UND student organization accounts are and may not be considered official University social media accounts. Personal social media accounts for individual use are not governed by this policy and may not be used to represent the University. The University reaffirms its commitment to freedom of speech as guaranteed by the First Amendment to the United States Constitution.

College, School, and Department Policies and Practices

UND entities, colleges, schools, or departments may maintain policies or procedure to address the use of their official University social media accounts. These policies and procedures may be more specific than this policy but must be aligned with this policy.

Personal Social Media Activity

This policy does not seek to limit the personal use of social media by employees or students.

- University employees acting in an individual capacity on their personal accounts should exercise caution to communicate clearly that they are not acting in a representative capacity or expressing the views of the University.
- University employees commenting on official University social media accounts should clearly show they are doing so in their personal capacities, and not as representatives of the University.
- University employees are not acting in their individual capacity when they are using official University social media accounts within the scope of their employment duties.
- Only official University social media accounts may use UND branded elements.

PROCEDURES

Social Media Account Management

Initiation of New Official University Social Media Accounts

The unit head must approve any new account creation. Email Marketing & Communications (see Contacts) once a new account is created and provide the account administrator’s contact information. Do not include login credentials.

Social Media Account Administrator Responsibility

The unit head is responsible for maintaining proper account administration.
Each official University social media account must have an account administrator. This must be a full-time appointed employee who is responsible for login credentials, as well as managing, maintaining, monitoring, and moderating content. Students may not be account administrators but can manage and monitor content under the supervision of the account administrator. Students should consult the account administrator when moderating content. Account administrators must familiarize themselves with this policy.

Account administrators are responsible for maintaining account security by using different passwords for each account, keeping passwords safe and not sharing them, changing passwords regularly, enabling multi factor authentication when available, and immediately reporting any compromised accounts by submitting a help desk ticket (see Forms). It is recommended to have at least two people per unit with access to login credentials when possible. Shared accounts must use a password manager. The administrator account’s password must be changed immediately upon the employee’s departure or if the job duties change.

If an account administrator leaves their position for any reason it is the unit head’s responsibility to designate another full-time UND employee to be an account administrator and remove the former employee’s administrative permissions to the social media account(s) by changing login credentials. The unit head is also responsible for notifying Marketing & Communications via email (see Contacts) when the account administrator changes.

Officially recognized University social media accounts must be tied to a UND unit email.

Unauthorized Social Media Accounts

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 purport to represent, be owned by, or managed by UND.

Termination of Official University Social Media Accounts

Termination by the Unit

Units may terminate social media accounts at any time. In such instances, the account administrator will take appropriate steps to ensure the site is no longer visible to the public and that content can no longer be posted to the site. The account administrator must notify Marketing & Communications via email (see Contacts) that the account has been terminated.

Termination by Campus Authority

In the event the campus authority deems an official University social media account has violated this policy or appears to no longer be maintained, they will contact the account administrator to notify them of the issue(s). If attempts to remedy the situation fail, the campus authority will notify the account administrator and unit head that the account needs to be terminated. In so doing, the account
administrator must take appropriate steps to ensure the account is shut down and no longer visible to the public.

**Termination by Government Authorities**

Local, state, and federal government authorities, including the State Board of Higher Education have the authority to ban official University social media accounts and platforms. The campus authority will inform units of such bans. It is the unit head’s responsibility to ensure the termination is followed.

**Content Standards**

Official University social media accounts must follow UND brand standards and social media guidelines and Acceptable Use of Information Technology, Data Privacy, and Digital Accessibility policies.

Official University social media accounts must comply with all applicable local, state, and federal laws, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act of 1996 (HIPAA), U.S. copyright law and the published policies of the University. As a general guideline, nothing should be posted that would not be available to the public. Content posted to official University social media accounts is subject to public open record laws.

By posting content to any social media site, the account administrator asserts that they own or otherwise have all rights necessary to lawfully post that content or that the use of the content is permitted by law. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact UND Corporate Engagement & Commercialization.

Account administrators must not knowingly post misleading or false information. Doing so may result in disciplinary action and/or personal legal liability for any damages or claims resulting from posting the misleading or false information.

**Moderating Content**

UND encourages interaction, discussion, comments, questions and criticism. UND reserves the right, but assumes no obligation, to remove comments as described in this section. In addition, UND is not responsible for comments or posts made by visitors to its official University social media accounts. Comments made by visitors in no way reflect the views or policies of the University.

UND’s account administrators and campus authority have the right to delete, hide or block comments or posts that:

- Advocating illegal activity
  
  *Advocate illegal activity*

- Are disruptively repetitive
  
  *Are disruptively repetitive*

- Contain illegal or unprotected speech such as, but not limited to, harassment, threats, and defamation
  
  *Contain illegal or unprotected speech such as, but not limited to, harassment, threats, and defamation*
Contain illegal or unprotected speech such as, but not limited to, harassment, threats, and defamation

• Contain obscenity, nudity, profanity or sexual or violent imagery
  Contain obscenity, nudity, profanity or sexual or violent imagery

• Are unrelated to the content of the initial UND post
  Are unrelated to the content of the initial UND post

• Infringe on intellectual property, privacy laws, copyrights or trademarks
  Infringe on intellectual property, privacy laws, copyrights or trademarks

• Are for private financial gain or compensation, unless authorized by contract
  Are for private financial gain or compensation, unless authorized by contract

• Contain confidential, personally identifying or private information
  Contain confidential, personally identifying or private information

• Violate a state or federal law, University policy, or social media channels’ community terms of service
  Violate a state or federal law, court order, University policy, or social media channels’ community terms of service

• Contain spam
  Contain spam

• Include financial transactions (unless authorized by the campus authority)
  Include financial transactions (unless authorized by the campus authority)

UND reserves the right to block accounts that do not follow these guidelines. Decisions to delete, hide or block a post or block an account will be made on a viewpoint neutral basis. An individual may request a review of their account being blocked or a post being deleted, hidden or blocked by contacting the campus authority. The campus authority, or designee, will review requests based on the standards established by this policy.

Links to outside content or other websites are not an endorsement of those organizations, or their views or content. Comments posted on official University social media accounts do not represent the opinions of UND.

**NCAA Compliance**

To maintain compliance with National Collegiate Athletic Association (NCAA) regulations, employees should refrain from posting any information related to student-athletes on social media without first contacting the UND Department of Athletics (see [Contacts](http://und.policystat.com/policy/15964931/)).
Banning Social Media Platforms

Hyperlocal social media platforms, where individuals can comment and reply and send direct messages to other users anonymously, can pose a safety risk to the campus community. Additionally, social media platforms with connection to foreign governments and/or are known to collect user’s biometric data such as faceprints and voiceprints from the user’s content, can pose cybersecurity concerns.

UND is committed to protecting campus safety against threats including, but not limited to, threats of imminent violence, threats to campus safety and data breaches. This includes putting safety measures in place to protect the mental and physical health and well-being of the campus community, and the data of faculty, staff, and students from potential threats.

As a result, UND, upon approval of the president, can block access of hyperlocal social media platforms from university-owned devices and/or on university wired and wireless networks. Any decision will be made on a viewpoint neutral basis. In addition, UND can impose such a ban as directed by SBHE/NDUS.

RELATED INFORMATION

- 20 USC § 1232g 34 CFR 99 - Family Educational Rights and Privacy Act (FERPA)
- Health Insurance Portability and Accountability Act (HIPAA)
- NDCC 15-10.4 - Campus Free Speech Policy
- NDUS Procedure 1901.2 § 3.a.ii - Computer and Network Usage: Intellectual Property
- SBHE Policy 503.1 - Student Free Speech and Expression
- The First Amendment Categories of Speech
- UND Brand Standards
- UND Code of Student Life
- UND Faculty Handbook
- UND Faculty Handbook: Academic Freedom
- UND Policy - Digital Accessibility
- UND Policy - Discrimination and Harassment
- UND Policy - Intellectual Property
- UND Policy - Political Activities
- UND Policy - Sexual Misconduct
- UND Policy - Title IX Sexual Misconduct
- UND Social Media Guidelines
- UND Staff Handbook
- University Code of Conduct
- US Department of Education Title IX Resources
### Approval Signatures

<table>
<thead>
<tr>
<th>Step Description</th>
<th>Approver</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Comment</td>
<td>Jennifer Rogers: Director of University Policy</td>
<td>Pending</td>
</tr>
<tr>
<td>Executive Council (1st Reading)</td>
<td>Jennifer Rogers: Director of University Policy</td>
<td>07/2024</td>
</tr>
<tr>
<td>Policy Advisory Group</td>
<td>Jennifer Rogers: Director of University Policy</td>
<td>06/2024</td>
</tr>
<tr>
<td>Policy Office</td>
<td>Jennifer Rogers: Director of University Policy</td>
<td>06/2024</td>
</tr>
<tr>
<td>Policy Owner</td>
<td>Tera Buckley: Director of Web &amp; Multimedia Marketing</td>
<td>06/2024</td>
</tr>
</tbody>
</table>

There are no appendices associated with this policy.