

CSULB SOCIAL MEDIA GUIDELINES

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Introduction

Online communication platforms have fundamentally changed the way our faculty, staff and students communicate and share information with each other, our alumni and our community.

CSULB is exploring how social media contributes to its no barriers approach to life and learning and how it supports inclusive excellence, entrepreneurship, innovation, the University’s mission and strategic planning. It is in CSULB’s interest to use social media as a platform for knowledge sharing, interaction and idea exchange.

The use of social media also introduces risks to the University, such as compliance with regulatory requirements, reputational damage, information leakage, malware attacks, copyright infringement, and privacy breaches. Therefore, although it is vital as a communication

and information sharing platform, we all need to be cognizant of the various characteristics¹ of social media that have given higher education institutions opportunities as well as new challenges: Persistence - Online expressions and content are persistent, that is, can potentially last forever. Visibility - Social media audience is also much larger than with traditional physical media. Spreadability and searchability - Online content can be shared almost instantaneously to enormous audiences and is much easier to search than any other media.

While we might not be able to address all of the challenges associated with social media usage, we hope these guidelines will assist faculty, staff and students to plan, setup, manage and secure the campus's social media sites.

Scope

These guidelines define social media as web-based and mobile technologies and platforms people use to interact and share content.

These guidelines have been created to provide helpful direction to the University community in using social media as a tool for marketing, public relations, crisis communication, and student relations purposes. These guidelines apply to all users, including faculty, staff, students, and alumni who maintain social media sites for their respective colleges, departments, programs, units, clubs, and other University entities.

These guidelines apply to only social media sites created expressly for CSULB groups, departments, programs, entities, etc. and will not apply to private/personal social media sites.

University employees acting in their individual capacity and posting on their social media sites separate from, and unrelated to, the University should exercise caution to clearly communicate they are not posting on behalf of the University, and that statements and views posted are their own and not those of the University.

For questions regarding instructional use of social media, consult with [Academic Technology Services](#).

Social Media Guidelines

Official Social Media Sites

All official university social media sites must be approved by the [Office of Marketing and Communications](#) and added to the University's social media directory. In addition, all such sites must conform to the Department of Marketing and Communications' [CSULB editorial and brand style guidelines](#). This will allow the University to maintain a collective consistency with its official website and social media sites.

¹ Boyd, 2014

The University lists publicly all of its officially recognized social media sites at [Office of Marketing & Communications: Social Media Guidelines](#) (in progress).

Social media goals and strategy

All University social media sites must support the [University's strategic priorities and goals](#), as well as those of a University department or program. The Department of Marketing and Communications is available to provide guidance on the University's overall social media presence and engagement strategy.

Site maintenance

Each social media site must have administrators assigned who will regularly post to and monitor the content of their respective social media sites. Establishing a poorly maintained social media presence reflects poorly on the University and is frustrating to digital visitors.

Site security

All University social media sites must comply with the Division of Information Technology (DoIT) security practices. DoIT developed best practices specifically to strengthen social media site security.

Confidential information

All University social media postings are governed by applicable state and federal laws including, but not limited to, [FERPA](#), [HIPAA](#), [California medical privacy laws](#), and [NCAA](#) regulations, and University regulations and policies.

[Academic Senate Policy Governing Access To and Use of CSULB Computing Resources](#), as well as the University's policy on [Acceptable Use of CSULB Electronic Communications Systems and Services](#) must be followed.

Students' education records must be protected as required by The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99). This is a federal law protecting the privacy of student education records. Information pertaining to an applicant, current student or former student must not be placed on a social media site without the review and approval of the campus [FERPA officer](#) for compliance.

Medical information is protected from public disclosure under both state and federal privacy laws and must not be disclosed on a social media site without the express prior written permission from the person about whom the medical information pertains, including disclosures pertaining to the medical condition or injuries of student athletes.

Social media is also an area where common practices can impact an institution with respect to NCAA regulations, particularly regarding prospective student-athletes. The [49er Office of Compliance](#) for our athletics program must be consulted in advance to ensure compliance with NCAA rules and regulations. For example, a post about a prospective student-athlete the University is recruiting for basketball or a post involving a current student-athlete endorsing a

product or service outside of the University are not allowed under NCAA rules. Please refer to the 49er Office of Compliance for more information.

Copyright issues

State, federal and international copyright laws protect certain types of creative works that have been reduced to tangible form² including, but not limited to, poems, literary works, motion pictures, videos, choreography, musical compositions, sound recordings, paintings, drawings, sculptures, photographs, computer software, radio and television broadcasts, newspaper and magazine articles, and designs. Such copyright laws protect the right holders from various forms of infringement, such as reproduction (even for educational use in the classroom), control over derivative works, distribution, public performance, and "moral rights" such as attribution. Because of the high likelihood of copyright infringement claims, copyrighted works must not be used on the University's social media without prior written permission from the copyright holder. Although the concept of "fair use" of copyrighted material permits in very limited situations minor copying and distribution without permission of the copyright holder, "fair use" is not subject to precise analysis and therefore must not be used as a justification for using copyrighted material on the University's social media without prior assessment. Copyright issues and questions associated with instructional use of social media must be directed to the [CSULB University Library](#).

No Endorsements

University social media sites must not be used to endorse third-party products, services and entities. Please refer to ICSUAM 5210.00 for more details.

Standards of conduct

CSULB is committed to maintaining an inclusive community valuing diversity and fostering tolerance and mutual respect. CSULB embraces and encourages diversity in Age, Disability (physical and mental), Gender (or sex), Gender Identity (including transgender), Gender Expression, Genetic Information, Marital Status, Medical Condition, Nationality, Race or Ethnicity (including color or ancestry), Religion (or Religious Creed), Sexual Orientation, and Veteran or Military Status, and other characteristics that make its community unique.³

While CSULB supports free speech activities, all employees and students must adhere to CSULB's values and follow CSULB policies prohibiting discrimination and harassment. In addition, when posting on University social media sites, CSULB employees must adhere to the same employee policies and standards of conduct online as they would in the workplace. When

² Copyright law requires that a creative work be reduced to a "tangible, physical form" to be "copyrightable." That means, for example, a person cannot have a copyright in an oral speech he/she gives, unless that speech has also been reduced to a physical form, such as in writing, as an audio recording or a video/audio recording. All three of these qualify as a "tangible" form.

³ <http://www.calstate.edu/eo/EO-1096-rev-10-5-16.html>

posting online, University legal and reputational concerns require the same good judgment, common sense, and discretion be used as required in the workplace.

Staff must adhere to personnel policies and procedures as outlined in the [Staff Handbook](#).

Faculty must adhere to policies and procedures as outlined in the [Faculty Handbook](#).

Students must adhere to standards of student conduct. [CSULB Regulations for Campus Activities, Student Organizations & the University Community](#).

Health and safety

Social media site postings suggesting health, safety, and security issues regarding the University community must be immediately reported to the appropriate University resources. Direct, targeted and violent threats, whether in person or on the internet/social media, are against the law and must be reported to the Campus Police immediately at 562-985-4101.

Public Relations

In the event comments made on a social media site lead to a large number of negative comments and might have adverse impact on the University's reputation, the Office of Public Affairs must be consulted.

Accessibility

CSULB strives toward inclusivity for students, faculty, staff, and the public by providing access to instructional materials, documents and websites to everyone, regardless of disability. When posting videos or documents on University social media, [CSULB social media accessibility best practices](#) must be followed.

University time and property

Employees must post to and maintain their personal social media sites on their own time using non-CSULB computers as required by [California Government Code §8314](#). Employees may engage in incidental personal use of social media in the workplace so long as such use does not consume significant time or resources, interfere with operations and productivity, or violate university or department policies.

Who to Contact

If you have additional questions or need help, please contact the campus Information Security Officer in Division of Information Technology, 562-985-5459.

Sources and References

These guidelines have been adapted primarily with ideas from policies and guidelines in use at various universities.

Boyd, D. (2014) *It's Complicated: The Social Lives of Networked Teens*. New Haven, CT: Yale University Press.