

## **Social Media Policy:**

Nowadays social media is used too much not only for personal use but also for business purposes too. Nowadays social media like Facebook, Instagram, LinkedIn, Twitter, and YouTube have become important communication platforms for any community.

To Post content and manage these sites College has developed policies and guidelines for the official use of social media. These policies are applied to Faculty, staff, and students, and can be used with social media accounts associated with departments, offices, centers, and athletic teams.

## **California State University**

This Policies are for a student, Faculty, and Staff who is engaging and participating in social media as representative of California State University.

The contractor, whether an employee or a student, must obtain consent before publishing or disclosing any talks that are intended to be personal or internal to CSUEB. All assertions must be supported by evidence, and all statements must be accurate and not misleading. Without the proper authorization, no one is allowed to speak on any legal issues, litigation, or parties the institution may be involved with. If any student post any question ask the student for a private chat. No tagging or identifying any student without permission.

When posting some content do not copy any photo or content without giving them credit. Crediting includes sharing the name of the author, contributor, and reference site. Avoid using written or recorded materials that are protected by copyright without giving proper credit to the author or without first getting their consent.

The university requests that anybody utilizing social media on its behalf understand the technologies they are using and follow the engagement rules listed below. University should have a plan and goal before posting any content on social media. Every comment and question will rise on any post university should respond to it timely.

Before posting any Photo or Video on social media they have to take permission from the administration. They have to clarify why this photo or video is used for this post and communicate before posting any photos or video.

In any contain if adding logo of the university should be approved by the university.

The tagline is a more crucial component of the post, therefore it should be well-spoken, determined by any department, and approved by the university's department of social media communication.

They cannot make any remarks without getting permission about legal issues, legal disputes, or any parties the university might be litigating.

They can avoid comments or participate in a conversation about initiatives that are not specifically covered by your department's social media strategy.

When using social media on the university's behalf, staff and contractors are expected to keep the content fresh, post consistently, and respond in a timely manner. Sites participating in the CSUEB social media program shall be deactivated after 90 days without activity.

If you make a mistake, own up to it and make the necessary corrections without delay.

## **Drexel University**

The policy is established the make a position for the university and its subsidiaries on the use of social media for the business purpose of Drexel University. This is also for the promotion of the university and subsidiaries. This policies are for blogs, microblogs, social network sites, message boards, video sharing, and photo sharing.

This policy is applied to administrations, students, employees, and staff. the entire University community has a responsibility to maintain the integrity of the institution no matter where, when, or how they interact with social media. The College of Medicine Marketing & Communications Department should be contacted by staff members and the College of Medicine departments who wish to

participate in social media. Social media guidelines specific to the health sciences and patient care are covered in Section A of this policy. In their policy, they have different rights for the different social media sites. Facebook and Twitter have office communication and can use for marketing and media relation. For setting up any social media account for the official university purpose they have to take approval from the university. The administrator of a social media account is accountable for continuously monitoring the platform; content.

Do not divulge sensitive or private information about the University or any other parties, or trespass on their intellectual property rights.

Media may be interested in any of the social posts. Before interacting with any media administrator of that account has to immediately contact university communication before responding to them.

They are related to health science and patient care they have to take care to never share any patient information on social media.

They apply HIPPA rules for social media posts related to health care.

Employees, student, and staff who is using the logo for social media have to download it from their secure site with care.

## **Kent State University**

Before posting any posts on social make a target or goal for the post. And think before posting this medium is fulfill the goal or target that you want to achieve. relevant department social media programs for advice on how to make your presence useful to users. Stop making duplicate listings. Examine the search results from the platform in which you are interested. This ought to assist you in deciding on a suitable naming convention. The "guide to social media" as revised is just one example of the rules, processes, and guidelines that must be published by the division of university communications and marketing to governing how social media is used by the university. Unless otherwise permitted by law, no social media activity may contain content that is protected by copyright or a trademark without the owner of those rights' consent. An employee's administrative access to their individual institutional or departmental social media accounts may be revoked for violations

of this policy. They have rules about response times. Within four hours on business days, please respond. Throughout the typical work week, 24 hours. Weekend time is 48 hours. If anyone is responding to the negative post if they are not sure about it just contact university communication before responding. Get facts before posting them. Recognize that posts made on social media sites may inspire debate or discussion of opposing viewpoints. The implications of responses for the poster, the university, and its institutional voice should be carefully considered.

## **Purdue University**

The opportunities, advantages, and threats provided by social media outlets are all acknowledged by Purdue University. This policy seeks to encourage the responsible and efficient use of university-sponsored social media platforms. Faculty, staff, and students will be better able to interact with the University community in our state, across the country, and across the world through a concerted effort. according to this policy, use and maintain the Social Media Outlets that have been given to them.

If your registration information for a social media outlet change, please let the Campus Authority know.

Make the necessary arrangements to guarantee that Social Media Outlets that are closed are no longer accessible to the general public and that no material can be added to them.

Following the establishment of the University-Sponsored Social Media Outlet, the unit is required to give the following details to its campus authority:

Unit's name that sponsors the website. Utilizing a social media outlet. Account Administrator's name and contact information (s).

Administrator access details and account logins. They have to mention the campus name in each post. Do not necessarily represent the official view of the campus. For any campus, the post does not support, assume any liability for, or exert any control over the opinions or content found on these independent websites, and it makes no guarantees about the reliability or accessibility of the

information found there. complying with the terms and conditions imposed by any third-party Social Media Outlet, as well as this policy, any applicable laws, regulations, and University policies.

creating fresh content on a regular basis for the social media outlet.

monitoring the social media outlet's comments and responding appropriately.

## **University of Houston**

a software program or service delivered over the Internet that allows users to engage with video, audio, text, or other multimedia to communicate and exchange information. Facebook, Twitter, Google Plus, Flickr, Pinterest, Tumblr, Instagram, LinkedIn, YouTube, and WordPress are just a few examples, but there are many more.

The social media icon and/or profile image for any Official University Social Media Site must adhere to any relevant University branding guidelines. The social media icon and/or profile image may be a picture associated with the administrator's entity, the entity's authorized logo, or another image that is properly branded. For the web, all photos must have a 72-dpi resolution.

Site administrators should get in touch with the university's social media manager or webmaster, who will consult with the office of the general counsel if they need to request permission to hide or delete any content that violates this policy or to block a user from a site. On the official university social media sites, only publicly available information may be uploaded. The sharing of sensitive information like credit card numbers, payment information, FERPA- and HIPAA-protected medical records, or any other business transaction should not be done on official university social media sites.

It is advised that the administrator seek written consent before uploading any images of anyone who are not a student. This formal consent may be given via email or the photo release form.

Do not engage in any chats or post any information pertaining to student records if you work for the University of Houston or perform services for it. Names, admission status, GPA, Social Security

number, PeopleSoft number, and any/all additional information that would be covered by FERPA are a few examples of student records.

### **Saint Peter's University**

Saint Peter's is not collecting any information unless students allow collecting information through email or any survey application under FERPA Policy. They do not disclose any student's personal information.

According to the Online Policies and Procedures Manual, both official and unauthorized Saint Peter's University web pages are covered by this privacy statement. The Saint Peter's University website contains links to several other websites on various web pages. The University takes no responsibility for the availability, content, or privacy practices of linked external websites.

The office of the university communication is managing the social media account and they are responsible for the Twitter and Facebook accounts. Campus signs or outdoor advertising. In these cases, stay away from reversing the logo. Placing against a background of white and at a scale that will maximize recognition.

For the communication standard, everyone has to follow the university's professional standards. Everyone must get in touch with the university's peacock communication team to order a printed business card in the standard format.

Conclude:

As per the above analysis of above universities are adding laws of FERPA which helps students not to disclose any personal information in their policy. They all have to follow the standard format of communication for social media. Before posting any content or reacting to any negative or legal comment they have to contact the university communication team. Saint Peters are following the GDPR law also which is important for EU students.

## References:

<https://drexel.edu/identity/>

<https://www.kent.edu/ucm/social/you-dive>

<https://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/privacysummary.pdf>

<http://www.csueastbay.edu/universitycommunications/social-media-guidelines.html>

<http://drexel.edu/ucomm/about/policies/social-media/>

<https://www.kent.edu/ucm/social/guide-social-media>

<http://www.purdue.edu/policies/information-technology/viic2.html>

<http://www.uh.edu/policies/social-media/>

<https://www.saintpeters.edu/university-communications/style-guide-logos/academic-degrees-personal-titles-and-class-years/>

<https://www.saintpeters.edu/privacy-policy/>