

Tiffin University Social Media Community Guidelines

Purpose

Tiffin University has developed these guidelines to properly portray, promote and protect the institution and to assist University entities in effectively creating and managing social media accounts.

Define

Defined broadly, social media incorporates communications and experiences which are:

- Distributed electronically by organizations, groups, associations, and/or individuals
- Accessed on electronic devices (i.e. desktop, mobile devices, etc.)
- Shared electronically and in print by diverse individuals, organizations, groups, and/or associations
- Discussed by an engaged population of individuals, organizations, groups, and/or associations

Procedure

The University Marketing and Communications department will authorize and oversee all official University social media presences. Prior to establishing or substantially altering any University social media presence, individuals must receive written approval from the University Marketing and Communications appropriate personnel. You may reach the office at tusocial@tiffin.edu.

Engagement

Administration: When engaging on a Tiffin University official account:

- Clearly identify who you are. Do not use false names or identities when responding to messages.
- Be aware of the privacy settings and user options associated with the social media tools you use.

Individuals who identify as faculty, staff, or student employees of Tiffin University when using within their personal social media use (i.e. Twitter, Facebook, etc.) are highly encouraged to observe and practice the following guidelines:

- Do not speak on behalf of the University.
- Do not represent yourself as a speaker for the institution.
- Do not use Tiffin University logos or registered trademarks.
- Do not disclose financial or confidential student, faculty, staff, athletic, research, or University information.
- It is important to remember that you are responsible for what you post.

Enforcement

The University reserves the right to remove content that includes but is not limited to, content that is:

- Threatening, derogatory, malicious, hateful, obscene, profane, depicts graphic violence, soliciting, spamming, repetitious, or illegal.
- Disclosure of information that is confidential by law or regulation
- Comments advocating illegal activity
- Posts violating copyrights or trademarks
- Advertisement or promotion of commercial products, services, entities or individuals
- Endorsement or opposition of any person campaigning for election to a political office or promoting or opposing any ballot proposal

- Individuals can request post & comments be taken down by emailing tusocial@tiffin.edu. The post will be reviewed by the Social Media Guidelines committee.

Related Polices

All students, faculty, and staff should be familiar with the following policies and procedures, as they relate to the use of social media. You may access the University polices via the website at: <https://www.tiffin.edu/>

- Student Handbook
- Personnel Handbook
- Civil Rights Resolution Policies and Procedures Manual

Protected

When engaging in any social media activity as defined within official duties at Tiffin University, the disclosure of protected information is governed by the same policies that govern all other electronic communications. These include but are not limited to all applicable state, federal, and local laws, FERPA, HIPPA, and policies found in the Student Handbook, Personnel Handbook, Civil Rights Resolution Manual, and/or all applicable University published materials.

- FERPA
 - Protect confidential information covered by privacy laws, especially FERPA: "The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education."
- Copyright
 - A form of intellectual property law that protects original works of the author.