

# SOCIAL MEDIA

**Approved by:** Office of Student Affairs

**History:** Issued: August 1, 2013 | June 2022

**Related Policies:** Community Expectations and Code of Conduct (<http://catalog.stkate.edu/policies/stu-non-acad/code-of-conduct/>) | Copyright and the Fair Use Exceptions Policy and St. Catherine University Intellectual Property policy (<http://library.stkate.edu/services/copyright/>) | See *Social Media* section of the St. Catherine University Student Organization Handbook (<https://www.stkate.edu/life/student-activities-and-clubs/clubs-and-orgs/>)

**For Questions Contact:** Office of Student Affairs | 651.690.6778 | [studentaffairs@stkate.edu](mailto:studentaffairs@stkate.edu)

**Purpose:** Social media is a term used to describe a range of online tools and platforms that people use to communicate, including but not limited to Blogs (e.g. web-based journals) and micro-blogs (e.g. Twitter) social networking sites (e.g. Facebook, LinkedIn, Instagram, Snapchat, Flickr social gaming sites, chat rooms); message boards and electronic mailing lists, wikis, or collaborative websites; video sharing (e.g. YouTube, Vimeo); music sharing; comments on news sites; and podcasts (multimedia files distributed over the internet). Social Media are powerful communication tools that have a significant impact on organizational and professional reputations. The purpose of this policy to help clarify how best to enhance and protect institutional, professional and personal reputations when participating in social media.

This policy applies to all St. Catherine University students who use social media to represent or discuss matters concerning the University including students who are members of University chartered clubs and organizations, whether or not such use involves the University's network or other computer resources. The use of social media at or concerning St. Catherine University is governed by the same laws, policies, and rules of conduct and etiquette that apply to all other activities at or concerning St. Catherine University. The purpose of this policy is to clarify how best to enhance and protect the University, as well as personal and professional reputations, when participating in social media. Students are expected to follow the same behavioral standards online as they would in any other interaction (in-person or online). The same laws, professional expectations, and guidelines for interacting with others apply online as in the world outside of social media. Activities of a private nature conducted away from the University can subject you to disciplinary action if those actions reflect poorly on the University or interfere with business of the University.

1. Don't post anything you would not say;
2. Assume anything you post is public, regardless of privacy settings;
3. Assume anything you post is permanent.

## Policy/Procedure

Students must adhere to the following expectations when engaging in social media:

Speaking on Behalf of St. Catherine University. You should never claim to be speaking on behalf of St. Catherine University or to be expressing an official University position in any social media unless authorized as a spokesperson by the President, Provost, or at the direction of other

members of the Senior Leadership Team. This especially applies in a crisis situation.

Logos, Copyrights, and Trademarks. Use of social media tools to copy, publish, or transmit any material protected by copyright laws, including copyrights, logos, trademarks, or brands of institutions, is prohibited. Use of the University's logo and brand that is not approved or coordinated by the University is prohibited. Be mindful of the copyright and intellectual property rights of others when posting. Unlawful use of another's mark or intellectual property is not acceptable merely because the use occurs on social media. For guidance, refer to the St. Catherine University Copyright and the Fair Use Exceptions Policy and St. Catherine University Intellectual Property policy.

Ethical Conduct. Prohibited activities and those contrary to any St. Catherine University policies are prohibited (e.g. harassing, intimidating, offensive, abusive, threatening, menacing, or hostile content communicated through social media).

Respect Others Privacy. Personal data of others, including pictures, is not permitted to be made available on any social media without the other party's consent. Any such information must be removed upon request.

Accurate Information. Communications must be based on current, accurate, complete and relevant data, with anecdotes and opinions being identified as such. Knowingly communicating information that is untrue or deceptive is prohibited and could lead to disciplinary action up to and including probation, suspension, or dismissal.

Accountability. You will be held personally responsible for all information you share using social media and should remember that anything you post may be public for an indefinite period of time (even if you attempt to modify or delete it).

Monitoring. Anything transmitted through St. Catherine University electronic communication systems is subject to this policy and St. Catherine University reserves the right to monitor their use.

Live Streaming. Community members are prohibited from filming other individuals on the St. Catherine University campus without express permission or accommodation to film others.

## Violations of Social Media Policy

Students are expected to follow the same behavioral standards online as they would in any other interaction (in-person or online). The same laws, professional expectations, and guidelines for interacting with others apply online as in the world outside of social media. Activities of a private nature conducted away from the University can subject you to disciplinary action if those actions reflect poorly on the University or interfere with the business of the University. The University does not regularly seek to discover online information but may take action if and when such information is brought to the attention of university officials. Should a student(s) online behavior potentially violate this policy and/or the Student Code of Conduct & Community Expectations, that student may be charged with a violation of the Student Code of Conduct & Community Expectations.

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