

**Policy Title: Clemson University Social Media Management Policy**

**Policy Statement:**

1. Official University Social Media Accounts are web-based communication tools that enable people to interact with each other by sharing and consuming information
2. Official University Social Media accounts -any registered account administered by an official university unit on any social network used in support of the function or needs of that unit must adhere to all federal and state laws and comply with guidelines promulgated by the Office of University Relations (“Social Media Guidelines”).
3. All Official University Social Media accounts must register prior to operations with the Office of University Relations provided however existing accounts at the date of adoption of this Policy have thirty (30) days to register.
4. Only public information may be posted on Official University Social Media account. Any sensitive personal information or other confidential information posted on an Official University Social Media account must be removed by the site administrator as soon as practically possible upon discovery.
5. Posting to or activity on Official University Social Media accounts by members of the general public is subject to removal without notice if (a) it is not consistent with the subject matter or topical purpose for that specific account or (b) it loses First Amendment protection such as any unlawful, defamatory, or obscene (as defined by South Carolina and federal law) activity or posting.
6. Official University Social Media accounts must respect intellectual property rights, federal Copyright law and University policies.
7. Official Social Media accounts must comply with Clemson’s Web Accessibility Policy.
8. When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a university representative, employees must comply with applicable University policies governing employee behavior and acceptable use of electronic and information resources, including the provisions of the Social Media Guidelines applicable to employee use of social media.
9. All University Social Media accounts must comply with applicable University branding standards.
10. All University Social Media accounts must comply with University and state law regarding records retention.

11. Social media accounts subject to this Policy are subject to review by University Relations and Internal Audit. Violations of this Policy can result in disciplinary action and revocation of access to University computing resources.

**Policy Scope:**

1. This policy applies to all Clemson faculty, staff, and students who are employed by Clemson, or otherwise representing Clemson University through an official University social media account. The Policy also applies to any other people (such as volunteers, freelancers, agencies and appointees) who use and/or internally manage university computing resources. For the avoidance of doubt, this policy does not cover individuals use of their personal social media accounts.
2. Social media are web-based communication tools that enable people to interact with each other by sharing and consuming information. This policy applies to all forms of social media, including, for example, Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, TikTok, blogs, Podcasts, online comments, etc.

**Purpose:** To provide for consistent messaging and appropriate uses of Official University Social Media Sites that further University engagement with current/prospective staff, students, employees, fans, or alumni and the general public including sharing relevant content to educate, increase brand exposure, and broaden the University's reach.

**Responsible Department/Division (Contact Person):**

University Relations

**Approval Dates:**

ELT: 9.14.2020

Reviewed/Revised Dates:

**Monitoring Procedures and Exemptions (if applicable):**

**Published Location(s):** <https://www.clemson.edu/university-relations/policies.html>