	UNIVERSITY OF DENVER **POLICY MANUAL** **SOCIAL MEDIA**	
Responsible Department: Division of Marketing and Communications (MarComm) **Recommended By:** VC Marketing and Communications and Strategic Marketing & Communications Council **Approved By:** Chancellor	**Policy Number** MCOM 15.10.040	**Effective Date** 9/___/2022

I. INTRODUCTION

A. Social media is a powerful tool for telling the University of Denver's story, building relationships, fostering engagement with key audiences, and raising awareness, understanding, and visibility of the brand. The University supports the use of social media to enhance its academic and research mission and promote its vision of a private university dedicated to the public good.

B. The University adopts this Policy, together with supporting guidelines, which applies to the entire DU community, to protect the integrity of the image and likeness of the University and to assist the University community with the creation and management of University social media accounts.

II. POLICY OVERVIEW

A. All University social media accounts must:
   1. Have administrative access credentials recorded with MarComm;
   2. Be linked to a department/unit's email account (not to a personal email account);
   3. Have more than one employee with ability to act as the account administrator; and
   4. Not be administered by students except where such student administrator(s): (a) have completed MarComm's social media account administrator training, and (b) are administering such account under the supervision of a member of the University faculty or staff. In the instance of student organizations, a faculty or staff advisor must serve as an account administrator.

B. Inappropriate, unauthorized, injurious and illegal content that does not comply with this Policy or the social media guidelines may be removed by University employees identified as account administrators or at the direction of MarComm.

III. PROCESS OVERVIEW

A. MarComm represents the University brand in social media and monitors online activity for compliance with laws pertaining to copyrights, trademarks, and other intellectual property laws, including University copyrights, brands, and trademarks.

B. University social media accounts must be administered in alignment with the University's social media guidelines.

C. University community members are not permitted to present themselves in social media as a spokesperson for the University of Denver without the express written authorization of MarComm. Any authorization granted for representing the University of Denver on any social media site will be limited in timeframe, scope, and content. In the event of an emerging issue or crisis, MarComm will present information to the public via DU social media accounts. Other account managers should take direction from MarComm throughout the duration of the issue or crisis on posts pertaining to the matter at hand.

D. MarComm is the primary contact for all University social media comments or policy-related issues. MarComm may forward certain requests and communications to Human Resources & Inclusive Community (HRIC | employees) and Student Affairs & Inclusive Excellence (SAIE | students) for review and approval. Suspected violations of this Policy, including any possible violation of HIPAA, FERPA, the University's Statement of Policies and Principles on Freedom of Expression or other laws or regulations should be reported to MarComm.

E. Social media account administrators are expected to comply with applicable University policies in administering the accounts, including NCAA rules. All employees should refrain from contacting prospective student athletes prior to them signing a National Letter of Intent. Account administrators are required to check with the Vice Chancellor for Athletics (or their designee) before posting anything that may violate these rules. Violations of this Policy may result in disciplinary action, as applicable, through HRIC or SAIE.

F. MarComm will establish, maintain, and provide access to:
   1. *Training:* In addition to the social media guidelines, MarComm will make training available to social media account administrators on MarComm's website. MarComm may also provide periodic reminders and training updates to reinforce procedures and best practices.
   2. *Directory:* All University-affiliated social media accounts authorized by MarComm will be included in the University's online social media directory.

IV. DEFINITIONS

A. **"Social media"** includes, but is not limited to, all means of communicating or posting information or content of any sort on digital platforms, including but not limited to blogs, Wikipedia or other wikis, Facebook, Instagram, Twitter, Snapchat, YouTube, LinkedIn, TikTok, message boards, chat rooms, whether associated or affiliated with the University, as well as any other forms of electronic communications.

B. **"University social media account"** means any use of social media that claims to represent or speak on behalf of the University.

C. **"University community"** means employees, coaches, students, influencers or volunteers in any department, unit, college, school, and organization within the University.

D. **"Social media account administrator"** refers to the person(s) that maintain passwords and have full permissions enabling them to post and manage content.

V. RESOURCES

A. University of Denver Employee Handbook

B. University Policy PROV 2.30.081 – *Policy and Principles on Freedom of Expression*, together with the [Statement of Policies and Principles on Freedom of Expression](#)

C. [Athletics & Recreation Social Media Networking Policy for Student Athletes](#)

D. University Policy IT 13.10.010 – *Use of Computer and Network Systems*

E. [University of Denver Information Technology Policies](#), including :(1) [Password Policy](#), (2) [Multi-factor Authentication](#), (3) [Cybersecurity](#).

F. University Policy MCOM 15.10.020 – *Trademark and Logo Use*

Revision Effective Date	Purpose