



This policy applies to new and existing social media profiles that contain the name and/or trademarked logos, images, language, etc. of University of Western States. This policy does not apply to students or employees who post about UWS on their personal profiles. The university has established UWS Social Media Best Practices related to both types of users, which can be accessed on [Udocs](#).

### I. Creating a Social Media Account in the Name of UWS

When viewing a social media profile in the name of UWS, viewers may assume and interpret that the profile is speaking on behalf of UWS. Examples of social media profiles in the name of UWS include UWS student club groups, cohort groups and alumni groups. In order to protect the integrity and reputation of the university, any communications transmitted through social media resources that are branded as a UWS account must be unambiguous as to the source of the message, ethical in representation and factually accurate. Failure to comply with these requirements is a violation of university policy.

All UWS social media accounts created by UWS employees, trustees, alumni, agents or students must be coordinated with the office of marketing and communications and must follow the UWS Social Media Standards listed below and the UWS Social Media Best Practices found in [Udocs](#). An [Assurance of Understanding](#) must also be signed. The office of marketing and communications must also pre-approve the use of the UWS logo on any social media site.

**University of Western States reserves the right to remove content from any UWS-sponsored or affiliated websites and social profiles at its sole discretion. Students or employees who violate the provisions of this policy are subject to disciplinary action up to and including dismissal from the university and/or termination of employment.**

### II. UWS Social Media Standards

Anyone who creates, contributes to or administers an approved UWS social media profile or site must abide by the following standards:

**Establishment of a UWS Social Media Site:** All social media sites bearing UWS logos, name or likeness must be pre-approved by the office of marketing and communications. In order to facilitate cross-communication, current and new social media sites and groups must add the university marketing team as administrators. Contact the marketing team to complete both of these items at [communications@uws.edu](mailto:communications@uws.edu).

**Follow Copyright Laws:** Users of UWS social media sites must adhere to applicable copyright laws at all times.



**Respect Work and Study Commitments:** Social media use while at UWS must be in accordance with [Policy 3601 Acceptable Use of IT Systems](#), the [UWS Employee Handbook](#) and [Policy 9001 Student Conduct](#).

**Using Disrespectful or Obscene Language:** Users of UWS social media sites must refrain from using ethnic slurs, libel, slander, personal insults, obscenities, or engaging in any unacceptable or unprofessional conduct as referenced in the [UWS Employee Handbook](#), [Policy 1004 Nondiscrimination and Anti-harassment](#) and [Policy 9001 Student Conduct](#).

**Knowingly Using False Information:** Intentionally posting inaccurate, misleading or false information on a UWS or UWS-affiliated social media page is prohibited.

**Departed Social Media Administrators:** Upon departure from the university, social media page editors and administrators are no longer allowed to have access to edit or otherwise manage UWS social media accounts. Administrators of social media accounts must inform the office of marketing and communications regarding the date of their departure from the university so that site administrator rights can be transferred to another individual.

**Photography:** Posting photographs without proper written consent is prohibited. Questions regarding consent, photo releases and compliance should be directed to the office of marketing and communications.

**Maintain Confidentiality:** Any posting on UWS social media sites must be in compliance with all applicable privacy laws and regulations, and with [Policy 1232 Student Record Privacy \(FERPA\)](#).

**Selling and Marketing:** Selling, promoting or marketing any products, services or goods on UWS social media sites must be in accordance with [Policy 3001 Selling on Campus](#) and [Policy 7001 Advertising and Sponsorship](#).

### III. Posted Comments on UWS Social Media Sites

By posting a comment or other material (photos, videos, audio, text, etc.) to a site or social media profile affiliated with UWS, users grant the university unlimited rights and license to exercise all copyright, publicity and moral rights with respect to any content submitted. This includes using any submission for any purpose in any form and on any media, including but not limited to displaying, modifying, reproducing, distributing, creating other works from and publishing the submission.

UWS reserves the right to review all comments on all UWS social media sites before they are posted and to edit or delete them to preserve readability for other users. Submissions that fail to follow these terms, or that are deemed profane, defamatory or otherwise irrelevant are prohibited and will be deleted.



**Related Documents, Policies and Laws:**

[Policy 1004 Nondiscrimination and Anti-harassment](#)

[Policy 1232 Student Record Privacy \(FERPA\)](#)

[Policy 3001 Selling on Campus](#)

[Policy 3601 IT Acceptable Use of Information Systems](#)

[Policy 7001 Advertising and Sponsorship](#)

[Policy 9001 Student Conduct](#)

[Employee Handbook – Guidelines for Appropriate Conduct](#)

[UWS Social Media Best Practices](#)

[UWS Editorial Guidelines](#)

[Family Educational Rights and Privacy Act \(FERPA\)](#)

[Health Insurance Portability and Accountability Act \(HIPAA\)](#)

[Assurance of Understanding](#)

**Key Words:** communications, social media, Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram