



This policy applies to the use of social media by university-recognized student groups, as defined in [Policy 9012 Recognition of Student Groups](#). This policy does not apply to individuals who post about University of Western States (UWS) on their personal social media sites or profiles.

## I. UWS Brand

When viewing a social media profile utilizing the branding elements of UWS, viewers may assume and interpret that the profile is speaking on behalf of UWS. To protect the integrity and reputation of the university, social media accounts created by university-recognized student groups may not use the UWS mark, logo, and/or brand elements, except as permitted by [Policy 2501 Co-Branding and Co-Marketing](#).

## II. UWS Social Media Standards

Individuals who create, contribute to, and/or administer a social media profile or site for a university-recognized student group must abide by the following standards.

1. **Follow Copyright Laws:** Users must adhere to applicable copyright laws as outlined in [Policy 1024 Copyright Violation](#).
2. **Maintain Academic Integrity:** Users must comply with [Policy 1230 Academic Integrity](#).
3. **Respect Work and Study Commitments:** Social media use must be in accordance with [Policy 3601 Acceptable Use of IT Systems](#) and [Policy 9001 Student Conduct](#).
4. **Disrespectful or Obscene Language Prohibited:** Users are prohibited from using ethnic slurs, libel, slander, personal insults, obscenities, or engaging in any unacceptable or unprofessional conduct as referenced in [Policy 1004 Nondiscrimination and Anti-harassment](#), [Policy 9001 Student Conduct](#), or as determined by the university.
5. **Knowing Use of False Information Prohibited:** Intentionally posting inaccurate, misleading or false information is prohibited.
6. **Obtain Consent from Subjects of Audio and Visual Recordings:** Posting audio or visual recordings without the consent of the individuals who appear in the recordings is prohibited. Refer to [Policy 2502 Audio and Visual Recording of University Campus or Events](#) for more information.
7. **Maintain Confidentiality:** Posts must be in compliance with applicable privacy laws and regulations (e.g., HIPAA and FERPA) and with [Policy 1232 Student Record Privacy \(FERPA\)](#).
8. **Selling and Marketing Prohibited:** Selling, promoting, or marketing any products, services or goods is prohibited, except as permitted by [Policy 3001 Selling on Campus](#) and [Policy 7001 Sponsorship](#).

### Policy 2503 Social Media

Established: 11/01/2011

Revision History: 02/15/2024, 9/20/2017, 07/24/2014



**Related Documents, Policies and Laws:**

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

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

[Policy 2501 Co-Branding and Co-Marketing](#)

[Policy 2502 Audio and Visual Recording of University Campus or Events](#)

[Policy 3001 Selling on Campus](#)

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

[Policy 7001 Sponsorship](#)

[Policy 9001 Student Conduct](#)

[Policy 9012 Recognition of Student Groups](#)

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

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

**Key Words:** communications, social media, Facebook, Twitter (X), LinkedIn, Pinterest, Instagram, TikTok, Discord