

Social Media Policy

Policy Number:15022015Effective Date:February 18, 2015Last Reviewed Date:November 25, 2020

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This policy provides the University's individual, academic administrative units with rules and guidelines concerning media platforms.

POLICY STATEMENT

University of the People (UoPeople) recognizes the utility of social media accounts and websites to facilitate communication amongst students, faculty, staff, volunteers, alumni and other parties; it also recognizes how social media has the potential to significantly impact professional and organizational reputations.

The purpose of this policy is to ensure that the socialour



DEFINITIONS

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Online Ambassador Individual responsible for coordinating and distributing content provided by the Communications Department in new and existing forums, and for creating new content in collaboration with the Communications Department.

Social Media-Broadcasting for social interaction and interactive dialogue by means of webbased and mobile technologies. Social media outlets include, but are by no means limited to online social networks, blogs, discussion forums, YouTube video sharing, RSS feeds and online collaborative publishing (i.e., Wikis).

Social Media Account An online profile established through a blog, blog website, or via a social media platform.

Social Media Best Practices set of guidelines that demonstrate the most effective means of carrying out the goals of a social media program at any given time. Note that UoPeople is committed to the continual improvement of its social media outreach programs and therefore its social media best practices may change following the conception and adaptation of new ways to reach a global audience.

Social Media Platform An online forum or other tool utilized by social media users. There are numerous types of social media platforms, including, but not limited to, social (i.e., Facebook, Google+), photograph sharing (i.e., Flickr, Instagram), video sharing (i.e. YouTube, Vimeo) and micro-blogging (i.e., Twitter, Tumblr).

Terms of Use Individuals and companies that operate websites and social media platforms set forth rules governing their use. These may be called **Terms of User Terms and Conditions** Many specify that by posting on their website, the user grants the operator of the website an irrevocable, perpetual, and non-exclusive license t(bs)1 TJ0.001 T. 1 w [I)3r.r to65at Tc -0.002 Tr (h)1 (aritI1)1.1



SOCIAL MEDIA POLICY

Individuals who engage in social media to promote UoPeople



SOCIAL MEDIA BEST PRACTICES

The Communications Department shall make the following best practices available to all online ambassadors, staff, students, faculty and UoPeople volunteers who engage in online



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UNIVERSITY OF THE PEOPLE SOCIAL MEDIA BEST PRACTICES

1. LISTEN & INTERACT d value to the discussion by providing useful and concise





CONTACT

For more information on UoPeople's policies concerning social media accounts and/or compliance with this Social Media Policy, contact the UoPeople Communications Department at <u>outreach@uopeople.edu</u>.