

<b>SUBJECT:</b> SOCIAL MEDIA	<b>Effective Date:</b> 3-18-13 Amended: 10-29-18; 1-10-22	<b>Policy Number:</b> 9.2	
	<b>Supersedes:</b> New	<b>Page</b> 1	<b>Of</b> 3
	<b>Responsible Authority:</b> Vice President, Public Affairs		

**APPLICABILITY/ACCOUNTABILITY:**

This policy is applicable to all members of the University community, including all students, faculty, staff, alumni, student organizations, colleges, programs, without distinction, Twitter, Facebook, Instagram, Snapchat, and Flickr.

**POLICY STATEMENT:**

Social media are far-reaching and continuously evolving communication outlets that can have a significant impact on an organization's image and reputation. Official University social media sites may be developed in an effort to provide detailed and personalized information about specific unit's programs and activities and to foster interaction among interested parties.

This policy clarifies how best to enhance and protect the professional reputation of the University and its colleges and units when participating in social media networks. For assistance with social media issues, please contact the communications officer in your college or the Marketing Department in the Division of Public Affairs.

The same policies and principles for professional conduct and behavior apply in the

- A. No confidential or proprietary information about the University or its students, faculty, staff or alumni shall be posted on a social media site. Employees who share confidential information do so at the risk of disciplinary action or termination.
- B. All applicable laws, regulations and University policies must be strictly adhered to, including without limitation, those pertaining to copyright and intellectual property rights, employee or student conduct, use of University resources, information and data, student privacy, and NCAA rules and regulations.
- C. The following disclaimer should be added to all University sites: "Please note that content shared or posted may be subject to Florida's Public Records Law."
- D. A permanent link to the official University website ([www.fau.edu](http://www.fau.edu)) must be included on all University sites.
- E. No single unit's social media site represents the University as a whole. Consider this when naming pages and accounts and selecting profile pictures or icons such that it

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POLICY APPROVAL  
(For use by the Office of the President)

Policy Number: 9.2

Initiating Authority

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: Peter Hull

Policies and Procedures

Review Committee Chair

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: Elizabeth Rubin

President

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: Dr. John Kelly

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**Executed signature pages are available in the Office of Compliance**