CAMERON UNIVERSITY
Social Media Use Policy

Policy Statement

Cameron University recognizes the evolving nature of technology. While there are many opportunities for students, employees, and visitors to participate in interactive discussions and share information using a wide variety of social media, the use of social media can pose risks to the University's confidential and proprietary information, reputation, and brand. Usage can compromise University compliance with applicable local, state, and federal law, as well as its own policies. Moreover, the improper use of social media can create hazardous and long-lasting effects to students, employees and the University. To ensure that these rights and obligations are observed, the University has adopted this Social Media policy.

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Who Should Know This Policy

President	Faculty
Vice Presidents	Other Accounting/Finance Personnel
Deans	Students
Department Chairs	Other Groups
Directors	All Employees

Responsibilities

Responsible for Policy

University Officer Responsible	Senior Director of Public Affairs

Procedure

STATEMENT OF PURPOSE: All users of University-affiliated social media are expected to adhere to this policy when engaging in social media activity. For purposes of this policy, student organizations are not considered to be University-affiliated. However, provisions of the Student Code of Conduct apply to student activity on social media sites operated by student organizations.

1.0   Development, Usage, and Posting on University Social Media Pages

1.1   Posting to University Social Media Pages
    1.1.1   The University welcomes interactions from users of social media on its social media pages. However, users must recognize the following when interacting on University social media:
        1.1.1.1 Social Media pages are not private, and security cannot be guaranteed.
        1.1.1.2 Information posted on University pages is available to anyone who visits them. Individuals should consider this in decisions regarding content they choose to post. Use of the pages is voluntary, and any individual using them assumes the risk associated with the use of social networking sites and agrees to hold harmless the University, its employees, agents, officers, and representatives from any claims, causes of action, or damages that may arise relating to the use of these sites.
        1.1.1.3 The University reserves the right to remove any and all content and comments from its pages at its discretion. Examples include but are not limited to:
            1.1.1.3.1   Any content that is deemed unlawful, inappropriate, harassing, infringing, threatening, or spam will be removed and may be reported to the site on which the content or comments appeared.
            1.1.1.3.2   Comments and content that promote commercial products or services or political candidates, parties, or causes are not permitted and will be removed.
            1.1.1.3.3   Any content that otherwise violates University policy in any way will be removed.
        1.1.1.4 Comments and content posted by users on University pages do not reflect the positions or opinions of Cameron University.
1.2   Development of University-Affiliated Social Media Sites
    1.2.1   Departments or units may start a social media site, page or other presence. The following steps are required before implementation:
        1.2.1.1 Notify the University – Departments or University units should contact the Office of Public Affairs.
        1.2.1.2 Define Responsibility – All institutional sites or pages must have a full-time appointed employee who is identified as being responsible for content. It is recommended that the unit head or department chair fulfill this role.
        1.2.1.3 Have Shared Administrative Access – All institutional pages should have a least two individuals in any unit who have the capability to log in and post to the department or unit social media. Administrative access should also be shared with the Office of Public Affairs as well as the list of individuals with access in the department or unit. Students may be allowed limited access to University social media accounts for the purpose of posting special events or student activities, but should be done under the guidance of the unit head. Provisions of

the Student Code of Conduct apply to posts made by students on University-affiliated social media sites.

        1.2.1.4 Have a Plan – Departments should have a plan for the use of their social media. Considerations should include intended messages, target audience, goals and a strategy for keeping social media up-to-date.

        1.2.1.5 Linked to the University – Whenever possible, social media should link both to the university website and to other official University social media on the same platform.

        1.2.1.6 Naming and Messages – No Cameron unit page should represent that it speaks on behalf of the University as a whole. Consider this when naming pages and accounts, selecting profile pictures and icons, and selecting content to post. Names, profile images and posts should be associated with the department or unit they represent rather than the University as a whole.

2.0   Use and posting of University Information in Social Media

2.1   Student Information

    2.1.1   Employees must follow applicable federal requirements such as the Federal Education Rights and Privacy Act (FERPA). In most cases, FERPA restricts the disclosure of any information from a student's education record by another student, employee or anyone else performing University duties. Therefore, this information shall not be posted on social media sites. The sole exception is information that the student has allowed to be classified as "directory information," in which case it is permissible to disclose under FERPA. Employees or others who violate these requirements may place the University in jeopardy of sanctions by the U.S. Department of Education and could result in loss of federal funding. Individuals who violate this provision may be subject to disciplinary action up to and including termination. For additional information about FERPA, please visit https://www.cameron.edu/current-students/student-services/ferpa or contact the Office of Student Services.

2.2   Employee Information

    2.2.1   Information obtained from employee records or performance evaluations is considered confidential and shall not be posted on social media sites. Individuals who violate this may be subject to University disciplinary action up to and including termination.

2.3   Accessibility

    2.3.1   Whenever possible, information posted on University social media should be in a format that provides maximum accessibility for end users who may be using assistive technology to view the information.

2.4   Copyright

    2.4.1   Copyright laws apply to content posted on social media. Be mindful of copyright and intellectual property rights when posting content on social media. For questions about fair use of copyrighted material, contact the Office of Public Affairs.

2.5   Use of University Logos, Name or other Representation

    2.5.1   Use of the Cameron University logos or any other university images on personal social media site is prohibited. Use of Cameron University's name or marks to promote a product, cause, or political party or candidate is prohibited. Questions regarding the use of University's name, logo, or marks should be directed to the Office of Public Affairs.

2.6   Use of University Time and Property

    2.6.1   University computers and time on the job are reserved for University-related business as approved by department supervisors. Under some circumstances, this could involve

posting information on University-affiliated social media sites as part of assigned job duties. All University computers are subject to the University's Computer Use Policy. Specifically, users are reminded that information stored on University-purchased or owned electronic communication system equipment is not private. This includes electronic data, communications or other information received on, transmitted to, printed from, stored or recorded on any of these devices and can include electronic data and communications involving social media sites. These data and communication are subject to University storage, monitoring and release and may be used in University or external investigations. To review the full Computer Use Policy visit http://www.cameron.edu/storage/Computer-Use-Policy.pdf

2.7 Terms of Service

    2.7.1 To the extent permissible by law, all users should obey the terms of service on any social media platform.

2.8 Personal Use of Social Media

    2.8.1 Due to its widespread adoption across all facets of American society, it is recognized that individuals, including students, employees and visitors to the University engage in use of social media. Individuals choosing to participate in social media are personally responsible for the information they communicate. Unless posting to social media sites sponsored or created by the University or its programs, individuals should use their personal (versus University) accounts and post during non-work hours. If individuals choose to self-identify as University employees or students, they should make it clear that the views posted are their own and not those of the University. Individuals are reminded that anything posted can reflect upon the University, even if a disclaimer exists. Posts may result in liability for the individual and for the University.

3.0 Oklahoma Law and Social Media

3.1 Oklahoma Law (Oklahoma Statues, Title 74, Sec.840-8.1) discourages the following activities on social media sites by state employees: 1) the posting of obscene sexual content or links to such content; 2) abusive behavior and bullying language or tone; 3) conduct or encouragement of illegal activity; and 4) disclosure of information that is confidential by state law, regulation or internal policy. This law is limited to conduct occurring in their capacity as an employee, on work time, and using work resources (Governor's Executive Order 2019-20). Even so, employees should always remember that their activity on personal social media accounts can reflect positively or negatively on the University and their status as a representative of it.

4.0 Best Practices in Social Media Usage

4.1 Privacy

    4.1.1 Be reminded that privacy does not exist in social media. Each post should be carefully considered and formulated before posting. If you are unsure about posting something or responding to a comment, ask your supervisor. Under no circumstances disclose information that is confidential by state law, regulation or University policy.

4.2 Accuracy

    4.2.1 Make sure the information you have is accurate before posting on social media. Review the content carefully for grammatical and spelling errors and avoid abbreviations. This is particularly important when posting on behalf of the University of a University-affiliated unit.

4.3   Be Respectful
      4.3.1   Understand that social media allows for conversation to occur between and among individuals in a very public forum. Your postings should encourage discussion and comments. Responses should be considered carefully in light of how they will reflect on the University and/or the individual posting. Abusive online behavior and bullying language or tone should never be used. Likewise, obscene content and language should never be posted, nor should any posts encourage illegal conduct.

4.4   Remember Your Audience
      4.4.1   Social media platforms are available to the public at-large. This includes prospective students, current students, current employees and colleagues, peers and endless other groups covering a wide range of ages. Consider this when posting content to minimize the risk that the post will alienate, harm or offend groups or individuals.

4.5   Unified Message
      4.5.1   It is critically important that University-affiliated social media sites do not contain contradictory information. The Office of Public Affairs is responsible for creating content for the University's official social media sites. It is preferable that other University-affiliated social media share this content, rather than create their own, to ensure accuracy and clarity of information.

4.6   Photography and Video
      4.6.1   For a variety of reasons, including intellectual property ownership and content, caution should be used when posting photographs, videos and other graphics-based content. Consider adding a watermark or posting images at 72 DPI and approximately 800x600 resolution to protect your property. More importantly, individuals should consider the content portrayed in their photos and videos, and be cognizant of the privacy of others who may appear in them. Visual content should not be posted on University-affiliated social media sites unless they were taken at a public University event, or unless the poster has the consent of individuals appearing in the photo or video. A sample release form to obtain consent for use of an individual's image is attached to this policy. At the same time, individuals on camps should be aware that photographs and videos taken in public areas of campus are considered fair use and require no prior permission.

Contacts

Policy Questions: Senior Director of Public Affairs, (580) 581-2211

Forms

In support of this policy, the following forms are included:

Photo Release Form (P18)

Policy History

Policy

Issue Date:	September 2012
Reviewed, no revision:	February 2016
Revised:	January 2020
Revised:	May 2025