



Social Media Policy

Purpose of Policy

University of Northwestern – St. Paul (UNW) acknowledges that social media may be used to further the university’s mission by providing channels of interaction and engagement between the organization and its students, parents, alumni, employees, fans, listeners, the surrounding community, and prospective constituents.

This policy supersedes any individual departmental policies but individual departmental policies also need to be followed by constituents within the enforcing department. All departmental social media policies should be sent for review by the Marketing department (marketing@unwsp.edu) and include a link to this UNW Social Media Policy.

The purpose of this policy is to support the use of social media by members of the organization while ensuring that their usage aligns with UNW’s branding and employment policies, as well as the organization’s core documents (i.e., Declaration of Christian Community, Doctrinal Statement). In addition, this provides protection to the reputation of both UNW and that of its community members.

Use of Organization’s Social Media Accounts

The content in this section outlines UNW’s rules of engagement and expectations when using social media accounts owned and controlled by the organization. It does not apply to personal social media accounts.

- Represent the university in a positive manner. Keep in mind that a non-active or poorly managed social media account can and will reflect negatively on the organization.
- Remain apolitical. UNW is not affiliated with any political party, nor does the organization endorse political parties or candidates. Therefore, UNW-owned and controlled social media accounts will not post about their candidacy.
- Do not share sensitive or confidential information. This is especially important in relation to HIPAA and FERPA laws and regulations.
- Be mindful of copyright and intellectual property rights of others and the organization.
- Have a plan. Departments and programs should consider their message, audience, and goals as well as strategy for keeping their social medias up to date. UNW’s Marketing



department is available to assist and advise you with your social media planning. Please email marketing@unwsp.edu directly to request assistance.

- Posts on social media should protect the organization's voice by remaining professional and adhering to the Declaration of Christian Community (DCC).
- Holidays: The organization will only post for and/or acknowledge holidays that the university is closed on* (see Employee Policy 302), which include:
 - New Year's Day
 - Martin Luther King Day
 - Good Friday
 - Memorial Day
 - Juneteenth
 - Independence Day
 - Labor Day
 - Thanksgiving Day
 - Day after Thanksgiving
 - Christmas Eve Day
 - Christmas Day
 - UNW is not closed on Veteran's Day but has the liberty to acknowledge it similar to the above holidays.
- If using social media in the recruitment process of prospective student-athletes, NCAA rules and regulations must be followed.
- As previously recognized in this policy, administrators of university-owned and controlled accounts must follow all other university policies while utilizing social media (e.g., Technology Usage Policy).

UNW will not tolerate content that is threatening, defamatory, illegal, obscene, infringing on intellectual property rights, profane, invasive of privacy, discriminatory, harassing, bullying, abusive, hateful, or embarrassing to any person or entity. UNW reserves the right to remove any content or comments that it deemed intolerable on all organization-owned and controlled accounts. If an account uses UNW or Northwestern Media branding, including logos, colors, and imagery, it will be considered a university owned and controlled account.



Institutional Social Media Comment Sections

When engaging in social media, UNW expects UNW community members to follow the rules of polite discourse and asks that participants treat others with respect. To ensure that all exchanges are productive, informative, and respectful, the university will review all comments, and potentially remove those that are, or include:

- **Off-Topic** – The university will remove all comments not related to the subject of the conversation. If you would like a university representative to follow up personally, you may email marketing@unwsp.edu. If the university is tagged directly on any social media platform, any content that populates onto UNW or Northwestern Media profiles is considered university content and therefore applies to the rules of this policy.
- **Spam** – Comments focused on selling a product or service or driving traffic to a website for personal or political gain will be removed.
- **Personal Attacks** – If you disagree with the content, we would like to hear from you, but the organization requests that you refrain from personal attacks or being disrespectful to others. Malicious intent and/or participation will not be tolerated.
- **Illegal** – Posts must not violate laws that govern the use of copyrights, trade secrets, etc.
- **Offensive and Profane Language** – Comments including, but not limited to profane or provocative language will be removed. Comments containing threatening, hateful, offensive, derogatory, obscene, or sexually explicit language will not be tolerated.
- **Private or Confidential Information** – Please do not post any personal information when posting comments.

All comments are reviewed, monitored, and approved by the university on our social media sites. The university reserves the right to deny the posting of any comment that the university deems inappropriate.

Noncompliance/Breach of Comment

Violation of this policy will result in a review of the incident and may include action under appropriate university processes. Corrective action may involve a verbal or written warning. A second violation of this policy will result in the suspension or permanent removal of access to university social media platforms.



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Use of Individual Social Media Accounts

As previously recognized in this policy, the organization supports the individual use of social media by UNW community members. However, the organization will not tolerate content, either as an original post or in response to that of another individual/group/entity, from an individual that is deemed to be threatening, defamatory, illegal, obscene, infringing of intellectual property rights, profane, invasive of privacy, discriminatory, harassing, bullying, abusive, hateful, or embarrassing to any person or entity.

UNW community members should adhere to the Declaration of Christian Community, UNW's Doctrinal Statement, and other policies including academic freedom when personally engaging social media platforms. Failure to lie within these guidelines can result in disciplinary action up to and including dismissal.