

UADA Policy 935.1
Division Digital Media Security:
Social Media Users Policy and Procedures

Purpose

University of Arkansas System Division of Agriculture (UADA) acknowledges that social media may be used to further the Division's mission by providing channels of interaction and engagement between Division faculty, employees, fans, media, the surrounding community, donors, etc. The Division supports this kind of participation in social media and is committed to the exchange of non-biased, research-based information in accordance with the Division's mission.

The purpose of this policy is to encourage the use of social media by institutional users while making sure usage is in line with applicable state and federal laws and regulations, and to provide protection to the Division's reputation and other members of its community, as well as to help protect individuals operating Division-owned social media pages. Please refer to the Division Employee site for all official communication.

Scope

This policy is designed to regulate employee actions while acting in their official capacity as an employee of the Division of Agriculture and the University of Arkansas System. As such, these rules are intended to ensure the reputation of the Division by regulating the actions of employees using official Division social media. Failure of employees to comply with these rules may subject them to disciplinary action. They are not designed to be so far-reaching that they might infringe on any constitutional rights of an employee in their personal capacity.

For any questions regarding these policies and procedures, contact your Social Media Manager.

Definitions

Social media: A software system or service provided via the Internet. It is used to communicate and share information between people through interactions with video, audio, text, or multimedia. Examples include, but are not limited to, Facebook, Twitter, Flickr, Tumblr, Instagram, LinkedIn, YouTube, and other similar services.

Copyright: A form of intellectual property law protecting original works of authorship, including literary, dramatic, musical, and artistic works. Copyright does not protect facts, ideas, systems, or methods of operation—only the way these objects may be expressed.

Division-owned pages: Pages that are managed by Division employees and promote, communicate, or share Division-approved messaging only. Personal interests or "blended" personal/professional pages are not included in this definition.

Public information: Research-based information intended for public consumption that does not violate copyright law, and information that does not fall under confidentiality agreements or is prohibited from public release by state or federal law.

Policy

Division social media pages must follow federal and state laws and Division policies: All official Division social media sites (Division social media) must adhere to state and federal laws and regulations, and University and Division policies. Only public information may be posted on Division social media. Division social media must not contain sensitive personal information or other confidential information, as defined in federal or Arkansas statutes, including but not limited to the

Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and National Collegiate Athletic Association (NCAA) Regulations, as applicable. Any sensitive personal information or other confidential information posted on Division social media must be removed by the site administrator as soon as practically possible upon discovery.

Only content protected by the first amendment may be posted on Division-owned pages: The Division is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, the Division will not tolerate any posting on Division social media that is not constitutionally protected, including but not limited to: advocating unlawful behavior, and posting that is defamatory or obscene in nature (as defined by Arkansas and federal law), or that violates our equal opportunity policy. The Division reserves the right to remove any such posting that violates our policy without notice. The Division also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action.

Content posted on Division social media pages must follow laws & policies regarding the use of intellectual property: All Division social media must not infringe upon intellectual property rights. All original content created on Division-owned accounts is property of the Division and can be reused and shared by other Division social media sites. Also, all information published on Division-owned and Division-operated websites, publications, or social media pages is public information and can be used without violating copyright laws, unless otherwise noted in the source.

Follow Division policies and guidelines when using social media in a work capacity: When using social media as a part of official duties, and/or when presenting themselves in social media settings as a Division representative, employees must comply with applicable Division policies governing employee behavior and acceptable use of electronic and information resources.

Division Facebook social media accounts must be operated by at least two Division employees and the social media or digital media manager: Primary administrative rights for Division social media will be assigned only to Division employees. Each Division's social media account needs to be registered with the Communications social media team. Upon leaving the Division, employees must transfer ownership of their social media page to their supervisor or another Division employee.

Division approved social media accounts (excluding Facebook): Primary administrative rights for all Division-approved social media accounts must be created, or existing social media sites must be updated to use an Office 365 Group email created by Information Technology. Each Division's social media account needs to be registered with the Communications social media team.

Follow Division branding standards: All Division social media sites must comply with any approved and applicable Division branding standards. Find the Division's branding standards on the Division Employee website.

Division social media content must be accessible. As an educational and government institution, the Division is responsible for making its content as accessible to as many people as possible. Social media platforms can often present issues for many people, particularly for people using screen readers, people who are visually impaired, or people with hearing disabilities. Content made for Division social media must be made accessible to the best of one's ability to do so.

Share only approved content on social media: All information shared on Division social media must be public information and Division-related content. Advertising for organizations not affiliated with the Division, i.e., organizations unrelated to the Division, is not allowed. Sharing content and advertising for partners of the Division is allowed to the extent it is not deemed to be an endorsement of the product or service.

Procedures

The following social media sites are approved to be used by UADA employees for business use:

- Facebook

- Flickr
- Instagram
- Pinterest
- Twitter
- YouTube

Any platform outside of this list is subject to review by the IT software review team for security and terms and conditions approval along with the Chief Communications Officer, or designee. The list mentioned above is included in ongoing training and resource development by Communications social media professionals.

Creating and managing social media accounts: When creating social media sites, employees must follow these procedures for creating new accounts.

- Facebook – Must have three administrators to ensure that the site is consistently managed. Should one administrator be unavailable, the second assigned administrator will manage the site. At least one administrator should be a permanent and full-time Division employee. The third administrator must be the Social Media Manager. Should one administrator be unavailable, the second assigned administrator will manage the site. At least one administrator should be a permanent and full-time Division employee.
- Flickr, Instagram, Pinterest, Twitter, YouTube – To start the process of creating an account, fill out the Social Media Account Request Form. Information Technology will create an email that will be used to create these accounts as administrators. Once the account is created, the requestor of the account will be sent the information and credentials for the account.

It is the responsibility of the primary content creator and owner to manage and control content for each platform. The purpose of additional managers is not to create content but to delete or remove abandoned pages in the event the employee is unable to or unwilling to continue to manage the account.

Use official Division branding when administering a Division social media page: For any Division social media, the Division logo, name, and profile image must comply with any applicable Division branding standards. The name and profile image can be a photograph related to the administrator’s entity (for example, a professional headshot or photo of an appropriate building), an approved logo for that entity, or another appropriately branded image.

Consult your social media manager before hiding/deleting content or removing users: Administrators of the site, when in need to request authorization to hide or delete any material in violation of this policy, or to block a user from a site, should contact their Social Media Manager, who may then consult with the Division legal counsel.

Do not use Division social media accounts for personal use:

- Administrators of Division social media should not engage in personal activity under the guise of any official Division social media site.
- Be aware under which profile you are commenting or interacting with the public. Use a Division profile or account for official use only.

Only share public information on Division social media sites: Only public information may be posted on Division social media sites. Division social media sites should not be used for the communication of business transactions, including credit card or payment information, educational records protected by FERPA, medical records protected by HIPAA, or any other confidential information.

Ensure that all text, photos, video, and audio follow copyright law and Division policy: Content on Division social media may include text, photographs, audio, and/or video. Site administrators are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or Division policies.

Administrators may not share any restricted-use images without proper citation. Images allowed for use include, but are not limited to, photos that belong to the Division, certain stock photos, images created using fair use software, photos whose owner gives written permission, photos that are considered public domain, purchased images, and images housed under Creative Commons or similar licenses.

Link to sources when making claims: Administrators are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic to Division sites and other credible websites.

Use employee social media guidelines to make content accessible. Making content accessible on social media includes, but is not limited to, writing using plain language, writing using inclusive language, adding closed captions to videos, writing alternative text for images, etc.

Stay informed on policy changes: Administrators of Division social media should adhere to the policies for the social media platforms in which they are participating, except where the policies may run counter to federal and state laws and Division policies. These policies are constantly changing, and it is the administrator's duty to stay up to date.

Do not share Division social media login credentials without approval: Division social media accounts are to be managed by the individuals assigned to run them, and any sharing of login information for those accounts must be approved by a supervisor or other appropriate official.

Accountability and Contacts

The Chief Information Officer and Chief Communications Officer for UADA are charged with the responsibility to periodically review the policy and propose changes as needed.

References

[Acceptable Use Policy \(910.1\)](#)

[Logos & Standards of Use: University of Arkansas Division of Agriculture](#)