

Date Updated and Published: March 2018**Revision History:****Review: Annually****Last Date Reviewed:** November 2019

Bethel University (the “University”) operates and maintains a University website(s) for the purpose of serving as a resource for students, staff, and the community. The University’s website(s) and any related pages are valuable communication tools that provide users access to the latest news, announcements, important dates, and information.

POLICY

All information must accurately reflect the mission, goals, policies, and activities of the University. University Relations possesses the authority to require changes if the quality or appearance or content of any page(s) is called into question. University owned and operated webpages shall comply with Section 504 and all accessibility standards to allow access to persons with disabilities. Website(s) content should be created to provide one of the following:

1. Curriculum and instruction support – provide relevant resources for students and staff;
2. Public information – communicate information about the University and its departments to students, staff, the community, and others; and
3. Athletics – communicate information about the University’s athletics programs, events, and opportunities to students, staff, the community, and others.

All websites and webpages developed within the scope of employment by University employees are the property of the University.

UNIVERSITY SOCIAL MEDIA USE GUIDELINES FOR OFFICIAL UNIVERSITY-RELATED PAGES

University Relations maintains editorial control over the University’s social media presence. Individual departments are welcome to create their own social medial accounts but must remember that content posted on behalf of the

University reflects on Bethel University as a whole and must adhere to these official guidelines. If you are considering using one or more social media platforms or have questions about using a social media platform for official University business, please contact University Relations for help and permission. All University- themed and University-related social media accounts and pages must be approved by University Relations before implementation and use.

University students, faculty, staff, alumni, and friends use social media to stay connected. Because of social media's potential to impact perceptions of the University and its reputation, these guidelines were developed for all social media sites, accounts, interactions, and posts on behalf of the University. These guidelines are intended to accommodate multiple social media platforms while maintaining a universal code of conduct.

SOCIAL MEDIA CONTENT

Only authorized University representatives may make official statements on behalf of or representing the University with the express permission of University Relations. Any message that could potentially serve as a statement on behalf of the University must be approved by University Relations. It is important to ensure the accuracy of the information you post before posting. Official information must be verified with the appropriate University source and, whenever possible, citing sources in posts is suggested. Remember that when you post on behalf of the University, it is perceived as speaking for the University. Nothing in this policy shall be construed as infringing on the free speech rights of University employees as citizens, but employees' personal views of any kind are not to be purported as representing the University. When in doubt about posting certain content, consult University Relations.

DILIGENCE

If you are the assigned administrator of a University webpage or social media account, you should monitor and check online postings at frequent and regular intervals. It is important to remember to be respectful of others' posted opinions, even though they may be critical of the University. Inappropriate posting (spam, profanity, or other inappropriate or threatening language as determined by University Relations) to official accounts will be deleted. When in doubt, consult University Relations. University Relations maintains the authority to unilaterally determine whether postings are appropriate material for University webpages and social media accounts and require deletion of any material it deems inappropriate.

USE OF OFFICIAL TRADEMARKS

Use of University logos, watermarks, or other graphic identity elements on any social media site or website on behalf of the University must be with consent provided by University Relations.

RESPONSIBLE PARTIES

University Relations, Special Assistant to the President for Strategic Initiatives

PUBLICATION

This policy is published on the University's website and will be disseminated via email.