Guidelines Concerning University-Related Social Media Profiles

INTRODUCTION AND SCOPE

Yeshiva University and its constituent schools (collectively, the "**University**") recognize the benefits of social media services[1] and of establishing and operating social media profiles[2] ("**Profiles**") on such services. These Guidelines (the "**Guidelines**") are intended to provide guidance for University faculty, administrators, and staff on establishing and operating University-related social media profiles (each, a "**University Social Media Profile**"). Examples of University Social Media Profiles include, but are not limited to:

- A *Twitter* account for a University department or program
- A *Flickr* account or *Facebook* Page dedicated to a University course
- A *Ning* profile dedicated to a University-funded research project
- A *YouTube* account focused on University alumni

Examples of subjects on which these Guidelines are not intended to provide guidance include the following: online activities that do not discuss the University and are purely about personal matters; recommendations on end user behavior on social media services (whether on a University Social Media Profile or otherwise), including the discussion of University matters on social media services generally; Profiles dedicated to University-supported student activities; and required behavior when using University technology resources. Such subjects may be addressed in the following documents:

- **Behavior on Social Media Services Generally –** For general guidance on appropriate behavior on social media services, see our *General Guidelines for Use of Social Media*.
- **University-Supported Student Activities –** For guidance on using social media for University-supported student activities, see the section concerning University-supported student activities in our *General Guidelines for Use of Social Media*.
- **Use of University Technology Resources –** For the University's policies on the use of University technology resources, see the applicable *University Technology Use Handbook*.

If you have questions about whether these Guidelines, or another set of University guidelines, govern a particular use of social media, please contact the University's Office of Communications and Public Affairs ("**CPA**") for guidance.

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[1] For purposes of these Guidelines, "**social media services**" includes participatory online media hosted by third parties where written information and other content such as photographs, videos, and audio files are posted and published by users (who may include site administrators as well as independent third-party end users) using tools such as profiles, message boards, wikis, blogs, picture sharing networks, and online communities. Examples include Facebook, Ning, Twitter, YouTube, and Flickr.

[2] For purposes of these Guidelines, a "**social media profile**" means a page, profile, micro-site, community, or other subset of content and features, that is hosted on a social media service and dedicated primarily to an activity, group, division, department, or entity, and that is typically administered centrally by one or more users who may exercise control over the content on such presence. Examples include a Facebook "Page," a Twitter "Profile," or a Ning "Network."

GUIDELINES FOR CREATING, OPERATING, AND MAINTAINING UNIVERSITY-RELATED SOCIAL MEDIA PROFILES

1) MANAGEMENT – Each University Social Media Profile must be managed by a member of the University faculty, administration, or staff, who will remain responsible for its content and operations.

a) **Registration; Authorized Administrators.** All University Social Media Profiles are to be registered through the CPA; please contact the CPA for guidance on registration. The "**Authorized Administrator**" of a University Social Media Profile is the individual approved by the University to be responsible for the content and operation of such University Social Media Profile (unless and until a new Authorized Administrator is approved by the University, or the University Social Media Profile is disabled or removed). In order to act as an Authorized Administrator, an individual must be a member of the University faculty, administration, or staff, with appropriate authority and experience to undertake this responsibility as determined by the CPA. Students may not act as Authorized Administrators. Additionally, individuals who are not affiliated with the University may not act as Authorized Administrators without written approval from CPA and the office of General Counsel ("**OGC**"). The identity of each Authorized Administrator must be documented through the CPA, and may not be changed without CPA's written approval. The University reserves the right to revoke its authorization of any Authorized Administrator or any Designated Posters (as defined below), or to require or cause any University Social Media Profile to be disabled or deleted (in whole or in part), at any time and for any or no reason.

b) **Responsibility and Compliance.** The Authorized Administrator is fully responsible for the University Social Media Profile that he or she administers, including all content stored on or available through such University Social Media Profile, and for complying with the Profile Standards. For purposes of these Guidelines, "**Profile Standards**" means, collectively, all laws, rules, and regulations; the University Guidelines (defined below); any terms, conditions, requirements, procedures, and policies of or governing the social media service on which such University Social Media Profile is hosted (the "**Third-Party Policies**"); and these Guidelines. Only the Authorized Administrator is permitted to administer and post materials to his or her University Social Media Profile, and to designate faculty, administrators, staff or students ("**Designated Posters**") to post materials to such University Social Media Profile. The Authorized Administrator should notify CPA and OGC if any complaint or other material communication (such as a DMCA takedown notice or other infringement claim) is received concerning his or her University Social Media Profile.

c) **Security.** The Authorized Administrator is responsible for maintaining the security of the username/password for his or her University Social Media Profile and any related identifying information, including the description of any course, office, department, school and/or organization associated with the University Social Media Profile, and will provide such materials to the University on request. If any University Social Media Profile account name/password is compromised or subject to any security breach, the Authorized Administrator is responsible for emailing the University immediately at GC@yu.edu describing such compromise or breach.

d) **University Guidelines.** The Authorized Administrator is responsible for maintaining familiarity with the most recent versions of all relevant University guidelines, policies, and procedures, whether or not specifically mentioned in these Guidelines (the "**University Guidelines**"), as well as for overseeing the activities of Designated Posters and for ensuring their familiarity and compliance with the University Guidelines.

2) REVIEW OF UNIVERSITY-RELATED CONTENT – University-related content posted or published to a University Social Media Profile should be reviewed by the Authorized Administrator in advance, except where expressly exempted by CPA or OGC, in which case, it should be reviewed promptly after being posted or published.

a) **Pre-Posting Review.** Except as described in Section 2(b) below, the Authorized Administrator should review and approve all content intended to be posted by the Authorized Administrator or any Designated Posters before it is posted or published to a University Social Media Profile, to confirm that it complies with the Profile Standards.

b) **Post-Posting Moderation.** On a case by case basis, CPA and/or OGC may permit University-related content to be posted to a University Social Media Profile without prior review. In such cases, the Authorized Administrator should review such content promptly after it is posted or published. Content that does not conform to the Profile Standards should be treated in accordance with Section 3(b) below.

3) REVIEW OF CONTENT GENERALLY – All content available through a University Social Media Profile, whether posted by the Authorized Administrator, a Designated Poster, or an end user (irrespective of University affiliation), should be reviewed periodically by the Authorized Administrator and addressed where appropriate.

a) **Periodic Review of Content.** The Authorized Administrator should periodically review the content available through the University Social Media Profiles for which he or she is responsible, whether such content was posted by the Authorized Administrator, a Designated Poster, or end users (irrespective of University affiliation), to determine whether such content conforms to the Profile Standards.

b) **Removal of Content.** Content on a University Social Media Profile that does not conform to the Profile Standards may warrant removal by the Authorized Administrator[3]. In such case, the Authorized Administrator should email the University promptly at GC@yu.edu to notify the University of such removal, including a brief description of the content that has been removed and the identity of the individual who appears to have posted such content. If the Authorized Administrator has a question regarding whether or not a specific piece of content conforms to the Profile Standards or should or should not be removed, he or she should contact CPA promptly. There may be instances where the Authorized Administrator does not have sufficient editorial rights in or control over content on a particular social media service, making removal of content difficult or impossible. In such cases, the Authorized Administrator should contact CPA promptly to discuss possible alternatives.

c) **Blocking Access to Offending End Users.** Certain circumstances may warrant an Authorized Administrator to "block" an end user's access to or participation in a University Social Media Profile; for example, multiple instances of posting inappropriate content on a University Social Media Profile, or a single instance of grossly inappropriate posting, by an end user may warrant blocking such end user. In such case, the Authorized Administrator should email the University promptly at GC@yu.edu to notify the University of his or her decision to block an end

[3] A given social media service may offer one or more mechanisms for removing content and blocking participation. For example, Facebook currently enables Page administrators to remove images, Wall postings, and other materials posted by third-party end users by clicking a "Remove" link or button adjacent to the applicable content. Review the F.A.Q. or other instructions regarding the applicable social media service to determine whether content removal is possible and, if so, how it works.

user from participating in a University Social Media Profile, including a brief description of the reasons therefor and the identity and/or screen name of the applicable individual. As with the removal of content, there may be instances where the Authorized Administrator does not have sufficient rights in or control over a particular University Social Media Profile to block an end user from participating. In such cases, the Authorized Administrator should contact CPA promptly to discuss possible alternatives.

d) **Responding to Inquiries About Content.** The Authorized Administrator and Designated Posters may receive inquiries or complaints regarding content posted or published on University Social Media Profiles, for example, inquiries concerning defamation, copyright or other intellectual property right infringement, or harassment. All such inquiries must be forwarded to CPA promptly to help the University minimize potential exposure.

4) GUIDELINES ON CONTENT POSTED TO UNIVERSITY SOCIAL MEDIA PROFILES – The Authorized Administrator is responsible for ensuring the quality and compliance of all content that appears on his or her University Social Media Profile.

The Authorized Administrator is responsible for ensuring that all content posted or published to his or her University Social Media Profile is current and accurate and conforms with the Profile Standards. The Profile Standards include the following guidelines, which highlight a few issues that may be raised by particular types of content posted to University Social Media Profiles. The Authorized Administrator is encouraged to contact CPA for information on appropriate University privacy, legal, marketing, and/or IT guidance concerning content posted to University Social Media Profiles.

a) **Include the Appropriate "Supplemental Terms."** The University may, from time to time, issue supplemental terms and conditions that are intended to govern end users' use of University Social Media Profiles ("**Supplemental Terms**"). Each University Social Media Profile should either include, or link to, the University's most recent Supplemental Terms, in a manner designated by CPA.

b) **Respect the Intellectual Property Rights of Third Parties.** Please consider using materials created by the University for posting on University Social Media Profiles wherever possible. Because third-party materials (*e.g.,* literature, art, music, and videos) are protected by copyright, they should be posted or published to University Social Media Profiles only with express prior consent of all copyright holder(s), or where so-called "fair use" principles would strongly favor the use of such materials (please contact CPA or OGC for assistance with releases and other rights clearance issues, and in cases where fair use analysis may be required). Exercise caution in posting names, marks, or logos of third parties, as such materials may be protected by copyright, trademark, and/or other proprietary rights. And attribute what you post – let others know where you get your content and information.

c) **Help Protect the University's Intellectual Property Rights.**

i) **University Materials.** Third-Party Policies applicable to social media services frequently require users – both Profile "administrators" and end users generally – to grant those services broad rights in materials posted or published on such services. Therefore, whenever posting or publishing University materials to a University Social Media Profile, please review the Third-Party Policies of the social media service in question to determine whether the rights being granted to such service are appropriately limited. Please contact CPA or OGC with any questions in this regard.

ii) **University Names, Trademarks, Service Marks, and Logos**. Any use of University names, marks, or logos on University Social Media Profiles must comply with all University guidelines concerning University names, marks, and logos, including Yeshiva University's *Core Identity Style Guide*, available at http://www.yu.edu/uploadedFiles/branding/templates/YU_Branding_Guide.pdf, and the Albert Einstein College of Medicine's *Guidelines for Use of the College Name*, available at http://www.einstein.yu.edu/home/policies2/GuidelineForUseCollegeName.htm. Questions regarding the use of University marks should be directed to the OGC.

d) **Respect Privacy and Confidentiality.** Please do not upload, post, transmit, share, store, or otherwise make publicly available on a University Social Media Profile any of the following: confidential or proprietary information of or relating to the University or any person or group affiliated with the University (including University faculty, administrators, staff, and students); educational information or medical or health-related information (such as an individual's condition, disability information, treatment history, or health insurance identification number or other health insurance information), which could be subject to HIPAA (Health Insurance Portability and Accountability Act) or FERPA (Federal Education Records Protection Act) regulations; or personally identifiable information or similar information that could be used to identify or locate anyone (whether faculty, administrator, staff, student, or unrelated person), including email addresses, screen names, personal photos, identification numbers such as social security numbers or student ID numbers, addresses and phone numbers, or credit card numbers (other than an authorized business address or business phone number). Check with CPA and OGC if you are unsure of what information or materials are considered to be confidential or proprietary, constitute personally identifiably information, or otherwise should not be posted. In addition, photos and/or videos depicting individuals should not be posted to a University Social Media Profile without the express written consent of the depicted individuals and the photographer/videographer; please contact OGC for assistance in determining what consents may be required. *When in doubt, do not post.*

e) **Avoid Inappropriate Content.** Posting any of the following content to University Social Media Profiles is considered inappropriate:

i) **Content Concerning Dangerous Activities.** Generally speaking, content should not be posted if it encourages or depicts an activity that could be or appears to be dangerous, unless approved by the Director of University Communications. If approved, a legal warning/disclaimer may be appropriate; contact OGC for assistance.

ii) **Content Inappropriate for Certain Ages.** Content should not be posted unless it is clearly suitable for consumption by individuals of all ages.

iii) **Content that Could Create or Pose a Security Risk.** Content that could create or pose a security risk for the University or any person associated with the University should not be posted. Examples include, but are not limited to, images of child care facilities, restricted access research areas, and information technology facilities.

iv) **Illegal or Violent Activity or Otherwise Harmful Content.** Content that shows (or may be perceived to show) someone getting hurt, attacked or humiliated; that might be considered racist, bigoted or demeaning to a particular group of individuals; that depicts activity that is (or may be perceived to be) illegal (for example, drug use); or that could otherwise portray the University or any person associated with the University in a bad light, should not be posted. Also, content that might be embarrassing to an individual or that could be construed as

placing an individual in a bad or false light should not be posted.

v) **Images of Special Populations.** Special care should be taken when dealing with images of "special populations," *e.g.,* minors, health care patients, and research subjects. In light of stringent legal requirements that may apply, such images generally should not be posted. Please contact OGC for further details.

5) VIOLATIONS OF THESE GUIDELINES – The University reserves the right to take whatever action it deems necessary in respect of University Social Media Profiles, including to prevent or address violations of these Guidelines. This may include, without limitation, disabling access to or removing all or part of any University Social Media Profile; revoking permission to post content to or moderate one or more University Social Media Profiles; and/or taking disciplinary action.

6) DISCLAIMER; MODIFICATIONS – The University disclaims any responsibility or liability for (a) information or materials posed on or available through University Social Media Profiles (including without limitation any errors or omissions in such information or materials), or (b) losses or damages claimed or incurred in connection with the foregoing or in connection with activities undertaken pursuant to these Guidelines. The University reserves the right to revise and modify these Guidelines at any time.