



## Tiffin University Social Media Guidelines

Social Media is a growing and powerful means to communicate news within our University as well as our community. With the growing number of social media outlets, we are encouraging our faculty, staff and students to lead ethically on social media just as they do on and off campus. The following guidelines are set up for students, staff, faculty, schools and departments to serve and guide our efforts to support communication social media.

Keep in mind that all users, including administrators, are subject to the Terms of Service (TOS) of the Tiffin University Communications policies, student handbook and employee handbook. Staff and faculty please refer to the employee handbook for communications guidelines. Students, please refer to the student handbook for communication guidelines.

Please contact Marketing and Communications at [tusocial@tiffin.edu](mailto:tusocial@tiffin.edu) with any questions.

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### **Administration**

Everyone is open to start their own page or group, but we do ask that you follow the recommended guidelines for success and register your channel via the [Social Media Account Registration Form](#). Each account must have two admins.

### **Guidelines**

Social media usage by Tiffin University is intended to extend traditional channels of engagement and transparency, as well as to provide informational and educational opportunities that elevate the perception of our institution and to meet core goals and objectives.

Communication on social platforms is a two-way conversation; however, when necessary, page administrators reserve the right to remove user-generated content or comments in accordance with this policy for the safety and security of our audiences.

### **Posts may be removed for any of the following reasons, at any time:**

- The use of obscene, threatening, discriminatory or harassing language
- Disclosure of information that is confidential by law or regulation
- Comments advocating illegal activity
- Posts violating copyrights or trademarks
- Advertisement or promotion of commercial products, services, entities or individuals
- Endorsement or opposition of any person campaigning for election to a political office or promoting or opposing any ballot proposal
- Duplicative comments by the same user or multiple users. In the case of identical comments, only the first submission will be approved.

*\*Posts associated with TU or a TU office or student organization may not contain any alcohol, alcohol-affiliated products, illegal substances, or any offensive or obscene language. \**

### **Personal and professional principles**

**Be Authentic** – Your social media pages are a digital representation of you. Your content reflects you, your family and the University.

**Be Intelligent** – The Library of Congress houses every tweet since 2010, and the use of screenshots has made everything copy able. Think before you send/post.