



**University Social Media Accounts Policy**

Responsible Administrator: Vice President of Brand Integration and Chief Marketing Officer

Responsible Office: Division of Integrated Marketing and Branding

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Approvals:

Vince Alberta, Vice President of Brand Integration & Chief Marketing Officer

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Date

Christopher Heavey, Interim Executive Vice President and Provost

1/17/2020

Date

Marta Meana, President

1/21/2020

Date

**Statement of Purpose**

The University of Nevada, Las Vegas is committed to free speech and open discussion on official University social media sites while creating an environment that protects those engaging in discussion from unlawful harassment, threatening language, spam, and political endorsements. This policy also outlines appropriate management of social media sites by University social media administrators.

**Entities Affected by this Policy**

This policy impacts all members of and visitors to the campus community.

**Who Should Read this Policy**

This policy should be available to all members of the campus community as well as anyone expecting to engage with UNLV on social media.

**Policy**

Official UNLV social media sites include those sites representing the University overall or sites representing a University college, athletic team, unit, or service that is clearly identified as such by including an official UNLV logo or other designation in the description of the social media site. Official University social media sites are maintained in accordance with [UNLV copyright and fair use policies](#), [UNLV Information Technology policies and standards](#), [UNLV's web](#),

[advertising, and sponsorship policies](#), [brand and social media guidelines](#), and are administered by the Division of Integrated Marketing and Branding or a unit's communications director or designated representative.

### **Monitoring discussion and comments**

UNLV recognizes and respects the freedom of speech and First Amendment rights of the University community. Users are welcomed and encouraged to share content on UNLV social media sites, and should understand and acknowledge that this information is available to the public, and that other participants may use posted information beyond the control of UNLV. Users who do not wish to have information they have made available via these sites used, published, copied and/or reprinted, should not post on UNLV social media pages.

Content posted by other users on UNLV social media sites does not necessarily reflect the opinions or policies of the University. Links to content on other websites should not be construed as an endorsement of the organizations, entities, views or content contained therein.

UNLV regularly reviews content posted by other users to its social media sites. All users are expected to adhere to site-specific Terms of Use when posting content to an official UNLV social media site. UNLV reserves the right to remove content from UNLV social media sites based on context. This includes but is not limited to:

- Unlawful communications, including but not limited to, threats of violence, obscenity, and harassing communications
- Political endorsement and promotion
- Spam, advertisements, and promotions by organizations, individuals, and programs not affiliated with UNLV.

The University reserves the right to block and/or report a user from its social media sites for unlawful communications, including but not limited to, threats of violence, obscenity, and harassing communications. Such behavior may also be reported to the appropriate authority, law enforcement, UNLV Office of Student Conduct, and/or UNLV Human Resources. Before blocking a user, the administrator of the social media account shall consult with the Division of Integrated Marketing and Branding, and they will consult with the Office of General Counsel and the Office of Equal Opportunity and Title IX as needed. All actions will be documented by the administrator of the social media site.

### **Social media administration**

Social media content posted on behalf of or representing UNLV, whether posted to an official University social media site or other site, is subject to the following:

**Fair use, copyright, and disclosure:** Content published on behalf of or representing the University must be in compliance with the copyright and intellectual property rights of others and of the University.

**Web advertising and sponsorship policy:** UNLV's social media sites are bound by the same policies that apply to the development of University websites. UNLV's social media sites are managed primarily by communications directors or other designees who are assigned by their respective dean, department chair, or unit supervisor. They are responsible for the posts they publish and the direct links they maintain to other sources. Administrators are expected to follow

[UNLV social media guidelines](#) and to ensure that the content or resource links they post comply with University policies and state and federal laws.

**Confidentiality laws:** Confidential or proprietary information about UNLV students, staff, faculty, alumni or donors may not be posted. Applicable University, National Collegiate Athletic Association (NCAA), State of Nevada and the Nevada System of Higher Education (NSHE) Board of Regents requirements, regulations and policies must be followed, including applicable federal requirements such as the [Family Educational Rights and Privacy Act](#) (FERPA) and the [Health Insurance Portability and Accountability Act](#) (HIPAA).

**Brand guidelines:** UNLV owns and controls the words, phrases, insignias, and designs that have come to represent the University to the public. Modification of these marks by any entity requires prior University approval. The University's name, logo or likeness may not be used to promote a cause, political party, candidate, or cause. Social media administrators must follow [UNLV's Brand and Identity guidelines](#) and [social media guidelines](#).

**Terms of Use:** All content and posts are bound by the site-specific Terms of Use on each platform.

**Emergency communications:** The UNLV Division of Integrated Marketing and Branding and University Police Services - Southern Command will utilize multiple modes of communication to reach its audiences during an emergency, including social media. UNLV and University Police Services - Southern Command will serve as the official sources for updates during an emergency unless otherwise designated by the emergency manager, public information officer, or UNLV executive leader.

### Related Documents

- <https://www.unlv.edu/integratedmarketing/social-media>
- <https://www.unlv.edu/integratedmarketing/branding>
- <https://www.unlv.edu/registrar/ferpa>
- <https://www.unlv.edu/web/advertising-sponsorship#trademark>
- <https://www.unlv.edu/provost/copyright>
- <https://www.it.unlv.edu/policies>

### Contacts

Social Media/Brand Content, 702-895-3036  
Public Affairs, 702-895-6280

### Definitions

**Social media:** A website or application used to communicate and share information between people through text, photos, videos, and/or multimedia. Examples include, but are not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Snapchat, Reddit, Tumblr, TikTok, Messenger, and other similar services.

**Social media administrator:** Employee who has access and authority to post updates and maintain a social media site on behalf of their unit.