

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 services¹ and of establishing and operating social media profiles² (“**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.

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

2) REVIEW OF UNIVERSITY-RELATED CONTENT – University-related content posted or

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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