POLICY STATEMENT   **NO. *5.02.00***
                                                                              Page 1

COORDINATED BY: Office of Media & Public Relations

EFFECTIVE: August 9, 2024

PUBLISHED ONLINE AT:
Policy Statements (lsus.edu)

SUBJECT: Social Media Policy

Purpose: Social Media Policy

This policy's intent is to provide guidance for faculty and staff in satisfying LSU Shreveport's marketing and communications missions on social media. The policy applies to all faculty and staff, as well as Social Media Designees (SMDs) authorized to represent the university in an official capacity by a college, department, or unit to create and distribute content through social media channels. SMDs may include faculty, staff, graduate assistants, student workers, contractors, and interns. All must be registered with the Office of Media and Public Relations.

This policy provides direction for using social media in an appropriate, productive, and lawful manner in accordance with other LSUS policy statements and federal law. In addition to abiding by university policies, SMDs must be cognizant of federal laws and user agreements of social media channels that affect their content. Please contact the Office of Media and Public Relations with any questions regarding this policy.

Social Media Defined

Social media is an Internet-based technology that allows for the sharing of ideas and information via the web and facilitates online interactions with family and friends, as well as various outside stakeholders. It provides near instantaneous communication broadcasting with a wide, diverse audience. Examples of some social media platforms include but are not limited to Facebook, LinkedIn, Twitter, YouTube, Instagram, Snapchat, TikTok and online blogs and message boards.

Creation of Social Media Accounts

Per LSUS Policy Statements 1.18.00 and 5.00.01, all mass media channels used for official LSUS communications must be approved by the Office of Media and Public Relations prior to creation. Failure to obtain approval could result in the termination of the account if it does not adhere to or meet the university's standards and/or the guidelines outlined in the aforementioned policies or this social media policy.

All social media accounts used for official LSUS communications should be associated with an @lsus.edu address. Secondary or departmental email accounts that multiple users may access are preferable to utilizing personal accounts.

Submit requests for new social media accounts to media@lsus.edu.

Publishing and Registering Social Media Accounts

The Office of Media and PR maintains a directory of all LSUS social media channels and the SMDs overseeing each page. All official LSUS channels must be included in this directory list.

Colleges, departments, and units managing social media accounts should provide MPR with the following information via email at media@lsus.edu.

- Name of unit
- Social media channels - Facebook, Twitter, Pinterest, etc. and link to profile
- Social media handle, channel, name, etc.
- Email account tied to the channel – must be a university provided email account
- Name of department or college contact responsible for account
- Phone number for contact responsible for account

In the event of changes, the college, department, or unit is responsible for updating this information with MPR. Maintaining accurate information on file ensures that all LSUS channels are publicized effectively, allows LSUS to quickly pass along any urgent campus messages to SMDs posting on LSUS channels, and provides a way for MPR to assist units if their SMDs are unavailable.

Maintaining Account Credentials

SMDs must share login credentials with appropriate staff members so that unit access is available in the event of separation or extended absence from LSUS. Credentials should not be written down and passed around. A service that keeps passwords securely all in one place is preferable.

MPR requests that units share their credential information with the MPR social media specialist. For Facebook and Instagram, units must grant an administrative page role to the LSUS Meta Business Manager through the LSUS social media team. This approach helps avoid a situation where an SMD is unavailable or separates from the university suddenly and leaves the associated unit unable to log in to any social media channels. Providing credentials to MPR enables the office to assist units with analytics, ad buys, and other aspects of their channels.

Login credentials include, but are not limited to:

- Email address
- Social media account ID, alias, or handle
- Password
- Security questions and answers

Please call the social media specialist to provide social media login credentials and for any questions or clarification. Do not email login credentials.

For accounts created before the implementation of this policy, departments must provide login credentials and/or administrator privileges for existing accounts to the Office of Media and Public Relations as soon as possible or when prompted by personnel from the office.

For password protection suggestions, please consult IT@lsus.edu.

Social Media Management

Should any inappropriate content be published to an LSUS social media channel, the Office of Media and Public Relations reserves the right to delete the content. MPR will communicate to the faculty or staff group represented by the channel why the content was inappropriate, when it was deleted, and provide best practices for the future.

Speech/content that violates PS 4.13.02 of the University is strictly prohibited. Should policy-violating speech be published by any SMD, the post will be saved, deleted from public view and reported to the publisher's immediate supervisor, as well as any other appropriate offices (i.e., the Title IX Coordinator, Human Resources, etc.). Sanctions may or may not be placed on the page by the social media platform or the university. The publisher's administrative or editorial privileges on the channel will be removed immediately by MPR. Any intentional or repeated violation of this policy may be subject to disciplinary action.

At no time should a student be made an administrator of an official LSUS channel without the approval of the MPR office. Students are allowed to be editors or have other lower-level access to the pages but are not allowed to be administrators or change passwords without notifying the faculty/staff member overseeing the group.

LSUS social media accounts may not negatively comment or negatively react on news stories, blogs, or any social media posts. If an SMD is unsure if the reaction or comment is appropriate, obtain guidance from the Media and Public Relations Department or Dean presiding over the SMD's area.

LSUS social media accounts may not disparage political candidates or officials, speak in a negative manner, or engage in "flame wars" (protracted online arguments) with others via an official LSUS channel.

Official LSUS social media accounts may not be used to endorse political candidates. If a candidate or political figure makes a visit to an LSUS facility, it is acceptable to showcase pictures for publication and recognition.

Similarly, official LSUS accounts cannot be used to endorse legislation of any kind. If an SMD is unsure if the commentary is appropriate, obtain guidance from the Media and Public Relations Department or Dean presiding over the SMD's area.

Be aware that things posted to official LSUS accounts reflect upon the university. When sharing posts from other pages, ensure that the message is relevant to the page and from a reliable source so as not to damage the LSUS brand.

Social Media Comments and Messages

There may be instances where SMDs receive comments or direct messages of a negative or harassing nature. Each instance should be evaluated based on the criteria set forth below to determine if the content should be removed, hidden, or deleted.

In any circumstance, SMDs should report it immediately to MPR. MPR will decide if a response is appropriate and what the response should be. It is also recommended that a screenshot be taken of the post as well as the username of the offender.

Individuals who consistently have remarks in the below categories may be banned from interacting with the page. This decision must be made by the Office of Media and PR. Screenshots of the alleged offenses must be provided to MPR for cataloging.

Comments will be considered for removal if they:

- Encourage illegal activity.
- Violate the intellectual property rights of any other party, such as copyright or trademark infringement.
- Compromise the safety or security of LSUS community members, the public or public systems.
- Contain obscenities.
- Contain sexually or racially harassing content that is severe, pervasive, and objectively offensive.
- Present a grave and imminent threat.
- Incite imminent lawless action.
- Contain fighting words or true threats.
- Are fraudulent.
- Defame.
- Purposely hurtful to a member of the LSUS community.
- Promote a business or commercial transaction.
- Promote a candidate campaigning for election.

Social Media in Crisis Situations

During a crisis situation, social media can be an effective means of communication. To ensure correct and unified messaging, SMDs are encouraged to share official, unaltered Emergency Operations messages. In the event of Internet connectivity issues, contact the Director of Media and Public Relations via cell phone for assistance in updating social media.

During an emergency, SMDs should continuously monitor social media accounts for misinformation or questions, as it is critical to answer questions or dispel false rumors quickly. If an SMD is unable to handle a question or is unsure of messaging, contact the Director of MPR.

When the Emergency Operations Center is activated, or during any type of crisis, emergency, or tragic event that impacts the university, campus units should refrain from making normal posts and should consider whether the current situation warrants a more somber style of posting. Any previously scheduled posts should be reviewed and reconsidered. The MPR team or the EOC can provide guidance if a SMD is unsure of how to proceed. They may also use the social media directory list to reach out to SMDs with guidance.

Using Personal Accounts to share University Messages

Members of the LSUS community are cautioned to not use personal social media accounts to disseminate university messaging if there is any likelihood that pre-existing personal posts may damage the LSUS brand or messaging. However, personal social media accounts do provide additional and likely receptive audiences that can be leveraged in the promotion and dissemination of university messaging. Consideration must be given to the content present in personal social media accounts before using those accounts to promote university messaging.

American Association of University Professors 1940 Statement on Academic Freedom and Tenure states that "College and university teachers are citizens, members of a learned profession, and officers of an educational institution. When they speak or write as citizens, they should be free from institutional censorship or discipline, but their special position in the community imposes special obligations. As scholars and educational officers, they should remember that the public may judge their profession and their institution by their utterances. Hence they should at all times be accurate, should exercise appropriate restraint, should show respect for the opinions of others, and should make every effort to indicate that they are not speaking for the institution." The AAUP's Statement on Professional Ethics states that when faculty "speak or act as private persons, they avoid creating the impression of speaking or acting for their college or university." For further guidance on how to ensure personal statements comply with LSU's policies on free speech and expression, refer to [LSU PM 79](#) and [PS-15](#).

Discussing how a candidate's actions or ballot measures might affect Louisiana State University Shreveport is permissible from personal social media accounts, as long as comments are not an attempt to influence an election. Refer to the [State of Louisiana Code of Governmental Ethics](#) for more information on state employees and election decorum.

Faculty and staff of LSUS are not permitted to comment on news stories or social media posts from a personal profile indicating themselves as an official spokesperson for the University unless advised to do so by MPR. Refer to [PM 5.00.01](#) for additional details. In general, faculty and staff should indicate that they are connecting in their personal capacity and not on behalf of LSUS.

No employee is permitted to use LSUS's logo or emblem without the prior approval of the Office of Media and Public Relations. See the Official LSUS Style Guide for official rules and best practices.

Examples of personal content that may damage the brand follow the same basic guidelines as comments that are eligible for deletion or removal as illustrated above. These includes posts that:

- Encourage illegal activity.
- Compromise the safety or security of LSUS community members, the public or public systems.
- Present a grave and imminent threat.
- Incite imminent lawless action.
- Contain fighting words or true threats.
- Are fraudulent.
- Defame.
- Purposely hurtful to a member of the LSUS community.

Violations

Any intentional violation of this policy may be subject to disciplinary action. Actions can range from removal of a social media profile, removal of an SMDs social media privileges, or official disciplinary action through Human Resources.

Student of Concern on Social Media

If an official LSUS social media account or SMD is made aware of a student's posting that suggests potential for suicide or self-harm, violence to others, or other disruptive behaviors, the SMD is advised to screenshot the post and send it directly to the Dean of Students immediately. The Dean of Students will determine if action is required.

Accessibility of Social Media channels

Special attention should be given to how videos, attachments, and other files are used on social media channels to ensure compliance with federal regulations on ADA Accessibility. How such items are posted to social media channels makes a difference in how effectively they can be read by screen readers and other assistive technologies. MPR can assist or answer any questions a SMD may have.

SMDs should monitor communications for reports of accessibility issues from consumers of the university's social media posts. Reports should be acknowledged, and the issue sent to media@lsus.edu so the university can take corrective action and document the incident.

The following U.S. Government resource is available to help agencies provide more accessible social media for their site constituents, https://www.digitalgov.gov/resources/improving-the-accessibility-of-social-media-in-government/. Questions can also be directed to the MPR staff.

Cross Promotion

MPR maintains social media channels representing the entire university. The channels are managed with the intent of promoting LSUS's mission, services, programs, and academic offerings. MPR often utilizes content specific to a college, department, or auxiliary in these endeavors.

MPR encourages colleges, departments, and auxiliaries to submit ideas or content for use on the channels. Suggestions will be evaluated on the following criteria:

- Relevance to the core LSUS mission
- Involvement of an official LSUS event or function
- LSUS cannot give an endorsement of a product, service, or vendor
- Liability of the university or any of its colleges, department, or auxiliaries
- Availability and quality of audio, video, and photos
- Specific social media channel qualities – some channels favor certain content types (audio, video, photos/graphics, text)

Cross Promotion Related to Fundraising

Events, fundraisers, giveaways, etc. not related to an LSUS college, department, or auxiliary should not be featured on official LSUS social media channels.

Advertising on Official LSUS Channels

Social media advertisements are subject to the same university regulations and requirements as other types of advertising. Per PS 5.00.01, all text and graphics must adhere to LSUS's branding, graphics, photo, and video guidelines and must be submitted to the Office of Media and PR before use.

Units that would like assistance with social media advertising should contact the social media team. MPR can help with creating ads and using analytics to determine a unit's return on investment.

Media Relations

SMDs must be cognizant of the fact that members of the media often monitor social media channels. Consultation with the MPR team is not a requirement to publish content within social media channels, but if the content specifically targets media outlets, SMDs should consult MPR prior to publication. Should a member of the media communicate with an SMD through a social media channel about a news opportunity, the SMD must notify the Office of Media and Public Relations per PS 5.00.01.

LSU and LSUS Related Policies

All personnel engaged in social media content generation and management must be familiar with related policies:

- LSUS PS 5.00.01
- LSU PS 06.20
- LSUS PS 3.18.01
- Web Accessibility Standards
- LSU Diversity Statement
- LSUS Accessibility Policy
- LSUS PS 7.09.00
- LSUS Style Guide
- User Agreements of Social Media Channels

The offices of the Chancellor and Media and Public Relations will hold users and their offices accountable for any policy deviations that harm the university's brand.

PS 5.00.01 - Internal and External Communications

An extension of PS 5.00.01, this policy preserves, protects, and enhances LSUS's image by presenting the university in a clear, unified, consistent, and memorable manner. Content distributed through social media reinforces the brand and positive perception of LSUS. All content distributed through social media must satisfy PS 5.00.01.

PS-06.20 - Security of Data and PS 7.09.00 - Student Privacy Rights

PS-06.20, Security of Data outlines the responsibilities of all computer users in supporting and upholding the security of data at LSU. Additionally, PS 3.18.01 of LSUS outline procedures for a potential data breach.

SMDs are responsible for maintaining the security of personal information belonging to students, faculty and staff. Do not distribute any such information through social media channels.

Consistent with the regulations of the Family Educational Rights and Privacy Act of 1974, PS 7.09.00, Privacy of Educational Records defines policies and procedures regarding the management and release of personally identifiable information (PII) including:

- Social Security numbers
- LSUS ID numbers
- Driver's license numbers

PS-30 stipulates that information made public by the owner in other information channels is permissible, but discouraged, in order to prevent unforeseen negative consequences for the owners. Do not distribute such information in social media channels including:

- Addresses
- Phone numbers

LSUS Branding Program

A consistent identity is a vital part of LSUS's relationship with the public. Simple things like fonts, imagery, and colors, when used consistently, make for a stronger brand and add to the public's ability to identify LSUS. The rules and principles defined in the LSUS Style Guide sustain LSUS's brand strength.

The degree to which LSUS is able to apply its brand identity in social media channels varies greatly between each channel. To the extent possible, the following items should be included when customizing a department's social media presence:

- An official LSUS logo should be used when possible, as this provides credibility to the account by making it recognizable as an official account.
- The LSUS logo may only appear in the official LSUS colors: Purple, Gold, Black, White, and Gray. It should be used at 100% saturation; fading or tinting is not allowed. No drop shadows or gradients should be applied.
- Within the department's social media profile, LSUS should be referred to as "Louisiana State University Shreveport" or "LSUS" or "LSU Shreveport." (The university should never be referred to as Louisiana State University at Shreveport, LSU in Shreveport, LSU-Shreveport, L.S.U.S., or other aliases different from the acceptable references listed.)
- When customizing the layout of the departments in a social media service, use the official LSUS purple and gold whenever that level of customization is available. Otherwise, a neutral, gray color palette should be utilized.

Any group claiming affiliation to the university must adhere to the guidelines laid out in the University's official style guide. This group includes departmental pages, registered student organizations, athletic teams or any entity claiming official affiliation to the University. All official university departmental or organizational pages must be approved by the Office of Media and Public Relations, as referenced above. In order to promote consistency across the University, it is expected that official pages will adopt and adhere to what is presented in the official style guide.

Other Connected Policies

- Digital Millennium Copyright Act
- Fair Use
- State of Louisiana Ethics Laws
- Accessibility Standards

Digital Millennium Copyright Act

http://copyright.gov/legislation/dmca.pdf

To avoid violating the DMCA, SMDs should not use content obtained from the Internet unless the copyright holder gives permission or if the application of the content falls under Fair Use exceptions.

Fair Use

https://www.copyright.gov/fair-use/index.html

Acknowledging the source of the copyrighted material does not substitute for obtaining permission. SMDs should strive to obtain permission when using copyrighted content. If permissions are not obtainable or cannot be obtained in a timely fashion, proper consideration should be given to the Fair Use doctrine. If any uses defined by the doctrine cannot be clearly identified, the content should not be used.

State of Louisiana Ethics Laws

http://www.ethics.state.la.us/

The Code of Governmental Ethics defines what is and isn't considered ethical behavior and actions by state employees. All LSU personnel, being state employees, must adhere to the ethics laws.

SMDs must pay particular attention to R.S. 42:1116, section A:

"No public servant shall use the authority of his office or position, directly or indirectly, in a manner intended to compel or coerce any person or other public servant to provide himself, any other public servant, or other person with anything of economic value. This Subsection shall not be construed to limit that authority authorized by law, statute, ordinance, or legislative rule in carrying out official duties."

This means that no Louisiana citizen can benefit financially from promotion provided by LSUS social media unless a person or business has a valid contract for services or a license to produce LSUS products as provided for in R.S. 51:224.

Approved by:

Erin Smith
73A2E507782C4CB

08/12/2024

Erin Smith, Director
Media and Public Relations

Date Signed

Approved by:

Robert Smith
A59223046090487...

08/12/2024

Dr. Robert T. Smith
Chancellor

Date Signed