

3341-10-7 University-Administered Social Media Engagement Policy.

Applicability	All Users of University Social Media Accounts
Responsible Unit	The Office of Marketing and Brand Strategy
Policy Administrator	Assistant Vice President for Marketing and Brand Strategy

(A) Policy Statement and Purpose

The purpose of this policy is to establish a public standard for engagement with social media on any university-administered social media account. All posts and comments made on any university-administered social media account must adhere to this policy.

BGSU faculty and staff may use university-administered social media accounts to communicate factual information regarding the University.

(B) Policy Scope

The guidelines in this policy pertain to anyone who posts or uploads a comment, message, or other communication to any university-administered social media account. This includes those who have no affiliation with BGSU.

(C) Definitions

- (1) **Social media:** Internet-based technologies that are typically very accessible and scalable allowing users to post content on topics in various forms. Some forms of social media include wikis, blogs, podcasts and forums. Examples include Facebook, Twitter, and Wikipedia.
- (2) **University-administered social media accounts:** Social media accounts having a direct affiliation with Bowling Green State

University. These include accounts operated by academic departments, schools, colleges, and centers; intercollegiate athletics; university divisions and offices such as diversity and belonging and student engagement; and executive leadership.

(D) Policy

Some university-administered social media accounts allow audience members to post comments on the university's communications. BGSU moderates its university-administered social media accounts. The university will not delete comments because of the viewpoint expressed. But BGSU does reserve the right to remove comments, messages, and other communications and restrict access to users who violate the guidelines in this policy.

(1) Guidelines

BGSU has determined that the following content is not appropriate for any university-administered social media account and is subject to removal.

- (a) Content that is obscene, indecent, or profane, as those terms are defined by the Federal Communications Commission;
- (b) Content that is off topic, out of context, or not relevant to the subject;
- (c) Content that promotes, fosters, or perpetuates unlawful discrimination;
- (d) Sexually harassing content or any content that constitutes harassment under Ohio Rev. Code 3345.0211(A)(4);
- (e) Content that suggests or encourages illegal activity, or is violent, threatening, or defamatory;
- (f) Spam or links to non-BGSU websites (unless a link is posted by the university for a university business purpose);
- (g) Multiple posts by a single user of content that is substantially the same, or disruptively repetitive comments that are copied and pasted by multiple users;
- (h) Content that solicits, advertises, endorses, or promotes any non-BGSU business or service;
- (i) Content that includes copyrighted materials unless the user can demonstrate permission by the copyright holder;

- (j) Content that discloses any security record or infrastructure record as defined in Ohio Rev. Code 149.33;
- (k) Content that discloses personally identifiable information such as street or email addresses or phone numbers, unless that information is needed for official BGSU business purposes.

(2) Consequences for Violation

Any comment that violates the guidelines may be removed from each university-administered social media account in which it appears.

Depending on the circumstances, the content and the user may be reported to law enforcement or other authorities.

(E) Equity Impact Statement

The policy has been assessed for adverse differential impact on members of one or more protected groups.

Registered Date: June 12, 2023