

Social Media

Original Implementation: July 28, 2015

Last Revision: None

Social media include the various Internet-based applications and activities that integrate technology, social interaction, and content creation. Examples include but are not limited to blogs, Facebook, Flickr, Google +, Instagram, LinkedIn, Twitter, wikis and YouTube. These platforms are an important communication tool for the university and can provide vital information and engagement opportunities to prospective and current students, alumni and other stakeholders.

All employees acting within the scope of their employment are expected to adhere to the same standards of conduct online as they would in the workplace. Social media usage is governed by the same policies that govern other electronic communications, as well as applicable state and federal laws, and NCAA rules and regulations. Any content and/or online activity created by a poster or site moderator that violates these laws and regulations is strictly prohibited and will be removed in accordance with this policy.

All official Stephen F. Austin State University accounts on social media platforms must publish and consistently enforce the Terms of Use and Deletion policy shown below. For example, Facebook accounts should include this information in the “general information” section of the “Page Info” area; YouTube accounts should post the policy in the “about” section.

Terms of Use and Deletion Policy

Stephen F. Austin State University-managed online communities are intended to inform users of SFA-related news and events, and to foster discussion and a sense of community among users. We encourage you to share your opinions and comment freely about the topics we post, but ask that you provide comments that are respectful and professional. If we become aware of posts that are in violation of the terms of service of the social media site, or that are off-topic, represent advertisements or spam, promote or endorse political campaigns or candidates, violate the law, constitute or encourage illegal activity, violate an intellectual property right, infringe upon someone’s rights, or contain obscenities or threats, we reserve the right to remove them. Our social pages exist to serve those affiliated with Stephen F. Austin State University.

All social media accounts affiliated with the university must adhere to guidelines available in the Identity Standards manual, developed by University Marketing Communications (UMC) and available on the UMC website. The Identity Standards manual is approved by, and may be modified by, the university president.

Records Retention

Communications (messages, posts, photographs, videos and other formats) submitted or received using social media tools are considered public records and are subject to the Texas State Records Retention Schedule requirements. Social media communications are included as the record series titled “Social Networking Communications” in the SFA Records Retention Schedule.

Suspension of Records Disposition (Legal Holds): A state record may not be destroyed if any litigation, claim, negotiation, audit, open records request, administrative review, or other action involving the record is initiated before the expiration of a retention period for the record set by the Texas State Library and Archives Commission, or in the approved records retention schedule of the agency, until the completion of the action and the resolution of all issues that arise from the action, or until the expiration of the retention period, whichever is later (Texas Government Code Section 441.187).

Social media content that is not a duplicate record, transitory, or retained elsewhere must be captured by the administrator and maintained for the full retention period of the appropriate record series. The program area will be responsible for selecting the method of record archiving and purging, subject to the approval of the appropriate records management coordinator.

Cross Reference: Tex. Gov’t Code § 441.187; Identity Standards Manual; Records Retention Schedule

Responsible for Implementation: Vice President for University Advancement

Contact For Revision: Executive Director of Marketing Communications

Forms: None

Board Committee Assignment: Academic and Student Affairs