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## Policy AD002: Social Media Policy

Recommended for Approval by:

*James Geiger*

James Geiger, Vice President for University Advancement

Approved by:

*Dale-Elizabeth Pehrsson*

Dr. Dale-Elizabeth Pehrsson, President

**Effective Date:** 2/24/2023

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### A. Intent

PennWest's social media accounts are intended to convey information about the university and encourage interaction and discussion among current and future PennWest students, alumni, faculty, staff and university friends.

### B. Definition(s)

### C. Policy

While the university welcomes the exchange of ideas and opinions, posted material does not represent the views and opinions of Pennsylvania Western University unless it is issued directly or approved by an authorized university official.

The university reserves the right to remove any pages, posts, comments or other content containing material that may be deemed unsuitable or inappropriate. This includes, but is not limited to:

- Abusive, bullying or personal attacks.
- Material that is unlawful, obscene, defamatory, threatening, harassing, abusive or hateful.
- Material that violates intellectual property rights or privacy laws.
- Unsolicited advertising or promotions, including election campaign material.
- Chain letters or 'spam.'

The university reserves the right to end participation by individuals who post such content to official university sites. Students suspected of violating this policy will be referred to the Office of Student Conduct for appropriate follow-up.

By submitting content to any PennWest social media site, posters acknowledge that this information is available to the public and grant PennWest the right to share, repost or utilize these words and/or images for marketing or promotional purposes. For your safety, never include your phone number, email, address or other personal information in a post. Your comments are visible to all. All policies of the University will be in conformity with all applicable Federal and Pennsylvania statutes and regulations. All policies need to be consistent with Board of Governors policies and Pennsylvania State System of Higher Education collective bargaining agreements

**D. Procedure(s)**

Contributors create content for social media platforms following policy guidelines.

**E. Contact Information**

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Facebook: <https://www.facebook.com/PennWestUniversity>

Instagram: <https://www.instagram.com/pennwestu/>

Twitter: <https://twitter.com/pennwclarion>

LinkedIn: <https://www.linkedin.com/school/pennwest-university/>

**F. Policy Review Schedule**

All policies will be reviewed every two years or on an as needed basis if a change in BOG, PASSHE or Pennsylvania law would create the need for an immediate change.