

Policy

Title:

	December 1, 2019
Approved By:	President's Council
Responsible Party:	Director of Communications
History:	1/13/15

I. PURPOSE

Salus University supports the use of social media by its community members as a way to facilitate communications. Social media tools and uses are evolving rapidly, and the University periodically monitors our strategies and best practices for using these media. The following policy serves as a guideline for those initiating a social media profile that involves the University, its Colleges, departments, programs, groups, organizations, and individuals.

II. DEFINITIONS

Social media is defined as any set of accessible technologies and channels targeted at forming and enabling a community of participants to interact and collaborate. Social media includes, but is not limited to: Facebook, LinkedIn, YouTube, Twitter, blogs, Instagram, Pinterest, Snapchat, etc.

III. POLICY

Salus University's representation on online social media platforms shall be authorized through the Office of Communications. All social media accounts authorized by the University must have a University faculty or staff member as an administrator, who shall be responsible to manage and oversee the applicable account.

The Office of Communications shall periodically review all authorized sites or pages that represent Salus University and will make recommendations for amendments. The Office of Communications reserves the right to remove any content contained on, and/or shut down any, authorized sites or pages that represent Salus University for any reason, including but not limited to, content that it deems threatening, profane, obscene, a violation of intellectual property rights or privacy laws, off-topic, or otherwise injurious, offensive, or illegal.

When fulfilling institutional or professional roles, employees, consultants, and students should follow the same standards of behavior online as they would in-

