

### 65-10 Social Media

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1. **Purpose.** Eastern New Mexico University System’s social media presence is intended to provide the System community with a venue to share information, thoughts, ideas and experiences through discussions, postings, photos and videos and is used as a recruitment and retention tool. Campuses, departments and faculty of the System are encouraged to consider the use of social media in pursuit of unit goals, objectives, and instructional and student learning outcomes. The System has developed the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media. This Policy does not refer to personal social media. For relevant rights and responsibilities of Eastern New Mexico University System Employees, see 15-1, Bill of Rights and Responsibilities for All Members of the System.
2. **Policy.** The policy established in furtherance of the above purpose is as follows:
  - A. Users of social media must comply with all applicable federal and state laws, and System Policy including Family Educational Rights and Privacy Act (FERPA), New Mexico Statutes, the Health Insurance Portability and Accountability Act (HIPAA), and with all applicable System privacy, confidentiality and release of Student Information policies.
    - a. Users of social media must respect the copyright and intellectual property rights of others and of the System by crediting the work of others and securing permission to use the work of others before publishing it. Discretion should be used in determining which type of content is appropriate or relevant to share. Direct questions about fair use, copyrighted material or the decision to use content falling under those categories to the Office of Communication Services ENMU-Portales, College Development Office ENMU-Roswell or the Marketing Department ENMU-Ruidoso.
  - B. Social Media platforms must comply with the Terms of Service of the social media platform being utilized.
  - C. Social media platforms may not use any ENMU System graphics or logos to endorse or promote a product, cause, political party or candidate of any kind.
  - D. Uses of social media should respect System time and property. System computers and time on the job are reserved for System-related business as approved by supervisors or consistent with System business (See 60-1 Computer Use)
  - E. The System reserves the right to review, and block or remove inappropriate content, out of date content, or anything out of compliance with federal law, state law or System policy on any System social media platform. The process for appealing the decision to block or remove content is outlined below in Section 7.
3. **Administration.** This policy shall be administered by the office of Communication Services Portales Campus, Director of College Development at the Roswell Campus or the Marketing Department at the Ruidoso Campus with oversight by an executive administrator appointed by the president.

The foregoing purpose and policy are implemented by the following.

### **Procedures and Practices**

4. **Definition.** Social media is defined as media designed to be disseminated through social interaction. They are created using highly accessible and scalable publishing techniques. Examples include, but are not limited to, LinkedIn, Twitter, Facebook, YouTube, Snapchat and Instagram.
5. **Institutional Social Media.** This section applies to social media sites affiliated with the System that are not components of a class. Faculty use social media as a “tool” to provide course information and/or engage students in discussion. These platforms would be defined as “closed academic faculty platforms” (i.e. membership would be limited to the faculty member and academic community members approved by faculty). Although these platforms would have an affiliation with the System, similar to other pedagogical tools used in online and face-to-face classes, these platforms are the responsibility of the instructor and do not require an additional level of oversight nor registration with the institution. The instructor’s responsibilities include not only the content, but also ensuring compliance with applicable state and federal laws and relevant university policy.

Anyone posting on behalf of an official System entity, other than the “closed academic faculty platforms” mentioned above, must adhere to the following practices:

- A. System units or individuals who wish to start an officially recognized social media platform are required to fill out the social media request form for the appropriate campus.
- B. In order to be officially recognized on the Social Media List, applicants must be approved by the Social Media Advisory Group on the ENMU Portales/Roswell/Ruidoso campus.
- C. The proposed social media platform must have a minimum of two assigned faculty/staff administrators, and may also have a student administrator, if applicable, who are identified as being responsible for content.
- D. To be included in the System’s Social Media List, the platform must adhere to System social media “Guidelines”
- E. Any officially recognized platform must acknowledge its affiliation with the System.
- F. Any organization, office or department that is approved for the Social Media List and would like for their social media platform to be included in the Social Media Directory with an active link to the webpage must apply and be approved for an external ENMU social media platform, and must give the designated representative from the office of Communication Services Portales Campus, Director of College Development at the Roswell Campus or the Marketing Department at the Ruidoso Campus access to their platform.
- G. Concerns about content within any Eastern New Mexico University System social media platform should be reported to the designated representative from the office of Communication Services Portales Campus, Director of College Development at the Roswell Campus or the Marketing Department at the Ruidoso Campus.

- 6. Review, and Blocking or Removal of Institutional Social Media Platforms.** Eastern New Mexico University System reserves the right to monitor and review social media platforms that represent the System. The System also reserves the right to block or remove the content from Institutional Social Media Platforms.
- A. Should content be out of date, out of compliance with System policy, including but not limited to harassing, threatening or profane language that creates a hostile or intimidating environment, or with state or federal law, the social media platform administrator will be contacted by the designated representative from the office of Communication Services, Portales Campus, Director of College Development, Roswell Campus or the Marketing Department at the Ruidoso Campus to make appropriate corrections or updates. If the concerns are not addressed, the supervisor of the social media platform administrator will be contacted to facilitate removal and/or correction of content on the social media platform.
  - B. In the event that corrections are not made in a timely manner, or if the platform administrator cannot be contacted, the System reserves the right to remove the social media platform from the approved Social Media List, and/or to block or remove content from platforms in the Social Media Directory.
- 7. Appeal Process.** Faculty/Staff administrators of institutional social media platforms may appeal the System's decision to remove platforms from the approved Social Media List, and/or to block or remove content to the Social Media Advisory Group. Upon receipt of the written appeal, the Social Media Advisory Group will recommend to the executive administrator of Communication Services for final disposition of the appeal. Upon receiving notice of the decision, the Faculty/Staff administrator has the option of appealing to the campus president and/or chancellor within five (5) working days of receiving the decision.

Approved by Board of Regents, May 12, 2017.

Amendments approved by Board of Regents, March 13, 2020