



THE UNIVERSITY of
TULSA

Origination 01/2020
Last Approved 03/2026
Effective 03/2026
Last Revised 03/2026
Next Review 03/2028

Owner Mona Chamberlin:
Executive Director of
Marketing and
Communications
Area Marketing and
Communications

Social Media Policy

I. Policy Statement

The University of Tulsa ("UTulsa" or "University") welcomes the ability to network with and engage students, alumni, faculty, staff, prospective students, parents, contractors/business partners and UTulsa friends and fans through social media.

UTulsa recognizes the importance of social media as a communication and educational tool and promotes the use of social media in accordance with this Policy, other applicable UTulsa policies, procedures and guidelines and any agreements between UTulsa and the student/employee.

II. Application

This policy applies social media accounts created and maintained by or on behalf of the University administration ("UTulsa hosted/sponsored social media accounts") and does not include accounts clearly created by individuals, such as accounts for student organizations. Such accounts are authorized by the UTulsa Office of Strategic Marketing and Communications ("MarCom") and are managed by University employees or students supervised by University employees ("Managers") on behalf of a UTulsa department or unit.

III. Definitions

Social media broadly refers to any interactive communication technologies that may be used by a university department or unit with the goal of establishing an ongoing positive conversation with the community and a dynamic and accessible web presence both internally and externally to UTulsa. Common platforms covered under this policy include Facebook, X (Twitter), LinkedIn, Instagram, Reddit, Snapchat, YouTube, TikTok, third party wikis, virtual worlds, department/organization blog hosting sites,

UTulsa listservs, and others.

IV. Policy and Procedures

A. Use of UTulsa Hosted/Sponsored Social Media Platforms

UTulsa strongly encourages the strategic integration of any digital media platform that can help achieve the objectives of UTulsa and facilitate communication and educational objectives. UTulsa's goal is to connect positively with the UTulsa community and provide information about the University. UTulsa encourages the expression of opinions and discussion of those topics which surround our great University. Users should respect the views of others, even if they disagree.

MarCom oversees and exercises general authority over content posted to the official social media account(s) of any UTulsa department or unit. The University, through MarCom, reserves the right to monitor and moderate all content of UTulsa Social Media accounts and users should have no expectation of privacy when using or interacting with such accounts. MarCom may remove any posting that violates any University policies, procedures or guidelines or applicable laws/regulations.

The opinions expressed by visitors on UTulsa hosted/sponsored social media accounts are those of the person making the post; they do not necessarily reflect the opinions, policies or position of UTulsa.

Content and/or images will be removed from UTulsa hosted/sponsored social media accounts when such posts violate UTulsa policies, procedures, or other guidelines such as the University's Student Code of Conduct, Non-Discrimination and Harassment Policy, Policy on Sexual Misconduct, guidelines regarding advertisements, political or fundraising solicitations, etc. or applicable laws/regulations. Examples of prohibited content/images include those that are:

- Obscene, pornographic, defamatory, racist, excessively violent, threatening, or are otherwise objectionable or injurious
- Personal attacks on other users, UTulsa students/employees or the University
- Harassing, threatening, insulting, or defaming another person or entity
- Containing illegal activity
- Advertisements, political or fundraising solicitations, spam or copyright/trademark infringement
- Off-topic posts inappropriate for the forum

UTulsa reserves the right, at its discretion, to remove any post or to revoke a user's privilege to post to UTulsa hosted/sponsored social media platforms.

B. Operation of UTulsa Hosted/Sponsored Social Media Accounts

In addition to the above, Managers of UTulsa hosted/sponsored social media accounts are expected to:

- Comply with University policies, procedures, or other guidelines, including:
 - UTulsa hosted/sponsored social media accounts may not be used to make comments that are obscene, pornographic, defamatory, racist, excessively violent, threatening, bullying or otherwise objectionable or injurious when such comments are counter to UTulsa's Non-Discrimination Policy, Student Code of Conduct, Policy on Harassment, or other applicable policy;
 - The use of UTulsa logos, trade names, trademarks and/or copyrighted material are subject to the requirements set forth in UTulsa's Style Guidelines.
- Comply with other applicable laws/regulations.
- Employees using social media are also expected to:
 - Post on social media in their official capacity as a UTulsa employee only when authorized to do so;
 - Be clear that they represent UTulsa when using social media as an employee of the University and working in an official capacity;
 - Respect UTulsa confidential/protected information, including student, personnel and business information that is confidential/personal in nature and comply with applicable privacy laws such as the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA);
 - Respect third party brands, trademarks and copyrighted and/or confidential material when using social media as an employee of UTulsa; and
 - Uphold the ethical and professional conduct standards of your profession.
- Students or employees who use personal social media accounts in association with or in reference to UTulsa courses, University activities/affairs or other University events are considered the owners of such accounts and are individually responsible for the content found in such personal social media accounts. When using social media accounts in this manner, individuals must adhere to the following:
 - Keep personal social media accounts separate from UTulsa hosted/sponsored social media accounts;
 - Avoid creating any impression that you are acting in an official capacity with UTulsa or otherwise representing UTulsa when using social media for private/personal matters and/or opinions; and
 - Consider using a disclaimer such as, "Views and opinions expressed are my own and do not reflect that of UTulsa" when using social media for private/personal reasons and referencing UTulsa matters.

- Be aware that personal liability can be incurred for content posted or maintained by individuals on social media.

C. **Managing UTulsa Hosted/Sponsored Social Media Accounts**

Managers of any UTulsa hosted/sponsored social media account are responsible for understanding and following these UTulsa social media standards. UTulsa hosted/sponsored social media accounts are reviewed regularly by MarCom. Accounts failing to meet these standards will be removed. It is important to recognize that UTulsa content can have far-reaching consequences, potentially hurting the UTulsa image and reputation, as well as those of individual colleagues, peers and others affiliated with UTulsa.

Working with the Office of Strategic Marketing and Communication:

- To assist with social media management and business continuity, a MarCom representative must have administrative rights to the account.
- Content must adhere to UTulsa brand guidelines, including, but not limited to, use of color, graphics, and logos.
- Content and images intended to endorse commercial products or services are not permitted under UTulsa policy and will be removed.
- Content and images that violate any UTulsa policies, procedures and guidelines or applicable laws/regulations will be removed.
- Content and images with profanity, offensive language or hate speech will be removed.
- Content and images that attack or threaten UTulsa employees or students will be removed.
- MarCom must have the contact information of at least one of the account administrators. This ensures no content is published during a campus emergency.

D. **Enforcement**

UTulsa will act when it determines that social media use/postings violate UTulsa policies, procedures and guidelines. Failure to comply with this Policy could put future participation on UTulsa social media accounts at risk and/or may lead to disciplinary action pursuant to applicable UTulsa policies, procedures and guidelines, **up to and including student dismissal or termination of employment.**

E. **Establishing an Official UTulsa Social Media Account**

UTulsa representation on all social media platforms must be authorized through MarCom. Before a new UTulsa account can be approved, these answers and items need to be provided in a report:

- What is the purpose of the social media account?
- Who is the audience?
- Is there enough content to fulfill posting needs?

- Which social media platform(s) best suit the content and audience?
- Would this content be better served on any already existing UTulsa hosted/ sponsored social media accounts?
- Will there be enough people engaging with the content to maintain a social media account?
- One month's worth of editorial content needs to be included in the report. From event advertisements to news articles, provide the types of posts you expect to be publishing.

This Policy is subject to change at the discretion of UTulsa. If you wish to report a concern, have any questions regarding this Policy or if you are interested in creating a UTulsa hosted/ sponsored social media account, contact news@utulsa.edu.

This policy is not a contract. The University of Tulsa reserves the right to modify, revise, rescind or grant exceptions to this policy.

Approval Signatures

Step Description	Approver	Date
Legal	Sharolyn Whiting Ralston: General Counsel	03/2026
COO Approval	Jennifer Bennett: Chief Operating Officer	02/2026
	Mona Chamberlin: Executive Director of Marketing and Communications	01/2026
	Mona Chamberlin: Executive Director of Marketing and Communications	01/2026