

SOCIAL MEDIA GUIDELINES FOR STUDENT ORGANIZATIONS

The following standards apply to all social media accounts created by UNCG employees and students for official business purposes of the university. This includes social media accounts of registered student organizations. Student organization accounts represent student organizations that are affiliated with the university and/or choose to incorporate the university's visual identity standards in their social media venue. These organizations must comply with the university's social media guidelines and graphic identity guidelines. Accounts also must comply with any applicable federal or state laws and university policies. We encourage employees who post about the university on their personal accounts to also observe these guidelines.

REQUIREMENTS OF BEING A REGISTERED STUDENT ORGANIZATION:

Student organizations may elect to create social media accounts for official business. While the accounts represent the views and opinions of the student organization and not the University, such accounts and web pages representing a UNCG-affiliated student organization are subject to the terms and policies of the [Student Group Manual](#), the [Office of Student Rights and Responsibilities](#), and the [Acceptable Use of Computing and Electronic Resources](#). They should also follow the University's Social Media Guidelines. All students managing an account or web page content must adhere to the [Student Code of Conduct](#), and are subject to disciplinary action individually and/or as an organization. In addition, it is best practice for a student organization to have one point of contact with respect to social media posting, and to share the credentials with at least one other individual who is also a member of the organization to serve as "back-up". If a student organization creates a social media account, they should share those credentials with the organization's advisor.

POSTING & REMOVING CONTENT:

Be accurate, fair, and respect copyright and intellectual property: Take the time to ensure that you have all the facts before you post. Correct any errors in a timely and public manner. Cite and link to your sources whenever possible. If you do not own copyright to content created or written by others, you must either have the copyright owner's permission or you must come within the "fair use" exception. To determine whether you fall within the fair use exception you must conduct a fair use analysis. See [The University Policy Manual – Copyright Compliance for Users of UNCG Technology](#) for more information on copyright and intellectual property.

Be aware of liability: You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you. Be mindful that inappropriate social media usage can be grounds for disciplinary action.

Abide by university policies: When you create, administer or interact with a UNCG social media, you are subject to the university's [Acceptable Use of Computing and Electronic Resources Policy](#) and all other applicable university policies. You can find a full list of applicable policies at the end of this document.

Violation of law, university policy and/or improperly disclosing another person's information in connection with use of social media can have serious ramifications, so please be aware of the potential consequences before you post.

Some potential consequences include: defamation lawsuit; copyright, patent or trademark infringement claims; violation of privacy complaints; workplace grievance; criminal charges, especially with respect to obscene or hate materials; damage to the university's reputation and business interests; campus discipline, up to and including expulsion (students); work-related discipline, up to and including termination (employees) and exclusion from university social media.

Maintain confidentiality: Protect confidential and proprietary information by refraining from posting it. Make wise decisions about what content is acceptable to post. Account managers should also abide by the Family Educational Rights and Privacy Act (FERPA), if applicable. FERPA is the federal law that protects the privacy of student education records such as grades, transcripts, and student identification numbers. Faculty should be aware that they may not require a student to post to or interact with a social networking site as a part of an academic assignment. Students should also be made aware that by posting to a social-networking site, they may be waiving their rights under FERPA.

UNCG requires that all official UNCG-sponsored social media pages display the following statement, when possible:

"Notice to Students – By posting information to this site, you may be waiving your rights under the Family Educational Rights & Privacy Act (FERPA). UNCG does not control this system and cannot guarantee your privacy. By proceeding, you are acknowledging receipt of this notice and compliance with its contents. For more information, go to the [University Registrar's Office of FERPA Information Site](#).

Be aware that all communications may be monitored and be subject to disclosure as public records: All social media posts, comments, tweets and mentions fall under the category of electronic communications monitored and possibly archived by officials of the state and/or UNCG and as such are considered public. There should be no expectation of privacy in any social media communication, whether personal or official. UNCG does not routinely monitor social media sites; however, UNCG reserves the right to access any university social media site to investigate issues that are reported or discovered to enforce applicable federal, state, University of North Carolina Board Governors, and University policies. Each UNCG-sanctioned social media profile or page can post a statement (example provided below) to inform readers that postings and other content are potentially monitored and subject to disclosure to state and UNCG officials and/or the public:

Representatives of North Carolina state government communicate via this website. Consequently, any communication via this site (whether by a state employee or the general public) may be subject to monitoring by officials of the University and/or State and disclosure to third parties.

Removal of certain content from university social media: In addition to whatever sanctions may apply through application of university policies, the university reserves the right to remove, but is not obligated to remove, any postings, comments or other content that it determines to be in violation of any law; that contains unauthorized commercial solicitations (such as spam); that are factually libelous, obscene or profane; that are deemed unlawful harassment; that are threats, (defined as statements meant by the speaker to communicate a serious expression of intent to commit an act of unlawful violence to a particular individual or group of individuals); that are unjustifiable invasions of privacy or confidentiality not involving a matter of public concern; or that substantially disrupt the function of the institution.

With the exception of spam, page managers should notify University Communications before they remove other users' content from their pages. Those who need assistance addressing rude posts, derogatory comments or other urgent matters should contact University Communications at socialmediasupport-l@uncg.edu for guidance on a response or course of action.

APPLICABLE PROVISIONS OF THE STUDENT CODE OF CONDUCT

In accordance with the UNCG Student Code of Conduct, the following activities are prohibited and may subject student organizations to campus discipline:

- **Violations of Honesty such as Furnishing, Forgery, Fraud, or Identification Misuse:**
 - "Providing false information to University officials."
- **Assisting in the Violation of University Policies or Public Laws**
 - "Encouraging or assisting in any behavior or activity that violates University policy or law, including but not limited to, violating any federal, state or local laws related to the COVID-19 pandemic."
- **Disruption of University Activities**
 - "Obstructing or interfering with the learning environment (including classroom disruption) or freedom of movement of others, conduct proceedings, or other University activities including public service functions, whether on or off campus, and other authorized non-University activities which occur on University premises. This includes, but is not limited to, preventing or attempting to prevent an individual's proper participation in, or use of, the student conduct process; or influencing the neutrality of a panel member prior to or during the course of a student conduct proceeding."
- **Threats, Coercion, Harassment, Intimidation, or Hostile Environments**
 - No student shall threaten, coerce, harass or intimidate another person or identifiable group of persons, in a manner that is unlawful or in violation of a valid University policy, while on University premises or at University sponsored activities based upon the person's race, color, religion, sex, sexual orientation,

gender identity, national origin, political affiliation, genetic information, veteran status, disabling condition, or age.

- No student shall engage in unlawful harassment leading to a hostile environment. Unlawful harassment includes conduct that creates a hostile environment by meeting the following criteria: It is:
 - Directed toward a particular person or persons;
 - Based upon the person's race, color, religion, sex, sexual orientation, gender identity, national origin, political affiliation, genetic information, veteran status, disabling condition, or age;
 - Unwelcome;
 - Severe or pervasive;
 - Objectively offensive; and
 - So unreasonably interferes with the target person's employment, academic pursuits, or participation in University-sponsored activities as to effectively deny equal access to the University's resources and opportunities.
 - In determining whether student conduct violates these provisions, all relevant facts and circumstances shall be considered. Care must be exercised in order to preserve freedoms of speech and expression, as articulated in current legal standards. University employees should seek legal advice from the Office of the General Counsel, as appropriate.
- **Violation of a University No Contact Order**
 - "Any contact after the University has issued a No Contact Order that includes but is not limited to phone, voice mail, e-mail, text messages, letters, instant messaging, social media (i.e. Facebook, Twitter, Instagram), or messages transmitted via other individuals."
- **Conduct Which is Disorderly**
 - Any conduct, including threatening, abusive, or disorderly behavior, that creates a disturbance or endangers the values, health, or safety of the university community. Some examples may include, but are not limited to: vulgar and obscene language, posting lewd or inappropriate images on virtual learning platforms, loitering, violent or seriously disruptive behavior, unreasonable noise, or not following the University's policies or protocols related to the COVID-19 pandemic."
- **Hazing**
 - "Any action taken or situation created, intentionally or unintentionally, whether on or off University premises, to produce mental or physical discomfort, embarrassment, harassment, or ridicule is considered hazing, regardless of the willingness of the participant. Please review the [Anti-Hazing Policy](#)."
- **Harassment, Intimidation, Bullying**
 - "Persistent, severe or pervasive verbal abuse, threats, intimidation, harassment, coercion, bullying, or other conduct which threatens or endangers the mental or physical health and/or safety of any person or causes reasonable apprehension

of such harm directed toward a particular individual or identifiable group of individuals through any action, method, device, or means.”

- **Violation of University Policy or Law Regarding Alcohol**
 - “Includes but not limited to: possessing or consuming alcoholic beverages by students less than 21 years of age; operating a motor vehicle under the influence of alcohol or while impaired by the consumption of alcohol; furnishing or selling any alcoholic beverages to any person less than 21 years of age; being intoxicated in public attributable in part or in whole to the use of alcohol.”
- **Violation of University Policy or Law Regarding Firearms or Other Weapons**
 - “Using, possessing, or storing any weapon, dangerous chemical, fireworks, or explosive without University authorization, except as explicitly permitted by law.”
- **Attempted or Actual Damage to Property**
 - “Engaging in or attempting acts that damages, destroys, or defaces property of the university or another.”
- **Violation of University Policy or Law Regarding Drugs**
 - “Illegal possession or use of controlled substances as defined by the North Carolina General Statutes § 90-86 through § 90- 113.8; manufacturing, selling, or delivering any controlled substance or possession with intent to manufacture, sell or deliver any controlled substance; misuse of any legal pharmaceutical drugs; knowingly breathe or inhale any substance for the unlawful purpose of inducing a condition of intoxication; or possession of drug-related paraphernalia, including, but not limited to pipes, bongs, hookahs and other water pipes.”
- **Violation of University Policies**
 - “Violation of any written policies, regulations, or rules of the University.”
- **Violations of Federal or State Laws, or Local Ordinances Which Affect the Interests of the University Community**
 - “Engaging in any behavior or activities that are chargeable offenses of the law.”
- **Restriction of Privileges:**
 - Limiting or removing privileges students receive while attending UNC Greensboro including, but not limited to: attendance at events, use of library, use of computer facilities, use of UNCG bookstore, parking, driving on campus, computer network access, participation in organized student or University groups or activities.
- **Sanctions for Student Groups/Organizations:**
 - Disciplinary Expulsion
 - “Separates the student group/organization with the University. Expulsion therefore is reserved for the most severe violations where the group/organization’s conduct has shown them to be unfit to continue or ever return as a member of the University Community and/or where their presence likelier than not constitutes a continuing danger to the physical safety or well-being of members of the University Community and/or property, which danger cannot be adequately mitigated through lesser sanctions such as suspension. The sanction of expulsion comes to the

Associate Vice Chancellor for Student Affairs as a recommendation that is not effective until approved.”

- Disciplinary Suspension
 - “Separates the student group/organization with the University for a finite period, the terminal date of which coincides with the official ending of an academic semester or summer session. Suspension is imposed when other sanctions are deemed ineffective to deal with the severity of the conduct committed and/or in cases of aggravated or repeated violations of the Code. Suspension is appropriate where the group/organization’s conduct has shown them to be unfit to continue as a member of the University Community for a set period of time and/or where it is believed that the group/organization will be fit to return if certain conditions are satisfied. Student groups/organizations should contact the Office of Campus Activities and Programs to determine the re-affiliation process after the suspension period is complete. Suspension for groups/organizations carries the immediate revocation or restriction of University Affiliation. In cases involving student groups/organizations that have been suspended, the group/organization will be placed on social probation for a minimum of one (1) year following the end of the suspension period.”
- University Affiliation Revocation
 - “The removal of University affiliation until such time, if ever, that the group/organization is able, at the discretion of the University, to meet stated conditions for reconsideration of affiliation. Affiliation revocation may be imposed upon any group, club, society, or organization. It is appropriate where the group/organization’s conduct has shown it to be unfit to continue as a member of the University Community for a set period of time and/or where it is believed that the group/organization will be fit to return if certain conditions are satisfied. This action carries a recommendation to any National/International Headquarters for charter revocation.”
- Restriction of University Affiliation:
 - “The temporary restriction of University Affiliation. Typically, the minimum time period for restrictions will be no less than one (1) full academic semester. While under restriction the group may continue, but it may not seek or add members, it may not hold or sponsor events in the University community, and it may not enjoy any of the privileges removed as a result of the Social Probation described below.”
- Social Probation:
 - “Imposed for a specific period of time but for not less than four (4) weeks of a regular academic semester. This action prohibits the group/organization from sponsoring or participating in any organized social activity, party, or function, including philanthropy events.”
- Social Warning

