

Evangel University Social Media Policy – EU Employees

Evangel University supports the use of social media by its employees as a robust networking and communication tool and recognizes that faculty and staff may have personal social media accounts whereby they express their **personal views**. It is acknowledged that faculty and staff may choose to use their personal social media accounts in furtherance of the university's mission, academic endeavors, and student recruitment, and this policy is not intended to hinder that option.

The Marketing & Communications Department maintains oversight of the Evangel University social media policy. Any questions about this policy should be directed to a member of the Marketing & Communications team.

In order to maintain the **reputation and brand identity of the university**, EU employees are expected to adhere to the following guidelines regarding their personal use of social media platforms:

1. Think first, post second. The things that can subject you to scrutiny and questions in real life can do the same in the digital world. Keep in mind that there is no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. Screenshots can be taken and forwarded.
2. Official communications of Evangel University will always be communicated through university-sponsored social media accounts and not through personal accounts of any member of the university community.
3. Any faculty or staff employee who identifies an affiliation with the university on his or her personal social media account and postings should make clear that their views are their own, and that he or she is not speaking for or in the name of the university. When expressing a personal opinion, acknowledge this, especially if your statement could be reasonably interpreted by the message receiver that you are speaking on behalf of the university. An example disclaimer is "The views expressed on this page/profile/post are my personal opinions unless otherwise noted and are not those of Evangel University."
4. Each individual user of personal social media accounts is responsible for his or her actions online.
5. Employees are prohibited from using the Evangel University name or image to endorse an opinion, product, cause, business, or political candidate or otherwise serving as an official spokesperson for the university.
6. Because use of personal social media accounts is not in furtherance of an employee's official job responsibilities unless explicitly stated, Evangel University will not be liable for and will not indemnify an employee for any liability that results from the employee's use of personal social media accounts.
7. Employees must not reveal confidential or proprietary information about Evangel University's students, employees, or alumni. Employees must adhere to all applicable university, federal, and state privacy and confidentiality policies and the university's code

of conduct for faculty and staff. All employees of Evangel University are subject to FERPA and other laws mandating the nondisclosure of personal information.