



Regent University Social Media Guidelines

1. Introduction

Mission: Regent University serves as a center of Christian thought and action to provide excellent education through a biblical perspective and global context, equipping Christian leaders to change the world.

1.2 Applicability: The policy applies to all Regent University controlled social media platforms, including those operated by departments, schools, teams, or clubs. It does not apply to personal social media platforms that do not use Regent University brand identification. However, Regent University reserves the right to discipline employees or students who engage in inappropriate conduct on social media. All Regent University policies apply to social media accounts.

1.3 Subject Matter: All material published to social media must reflect the [mission, vision, and values of Regent University](#). Regent University reserves the right to modify or remove any content that contradicts University policy. To avoid mistakes which could result in reputational, legal, or ethical issues, social media managers must adhere to these guidelines in conjunction with all other information provided by Regent University on the use of social media.

1.4 Definitions: Social media is a general term used to reference activity on sites such as Facebook, Twitter, YouTube, Instagram, Tumblr, LinkedIn, Snapchat, or other platform where users interact.

2. Legal

2.1 Applicable Law: The use of social media must follow all applicable federal and state laws, including [FERPA](#) and [HIPAA](#), and university policies. Any content or activity that violates these ordinances or contains the release of a student's private personal information is strictly prohibited.

2.2 FERPA: [The Family Educational Rights and Privacy Act](#) (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of

the U.S. Department of Education. Accordingly, employees must not engage in course correspondence or post any information regarding student records on social media. Examples of student records include, but are not limited to, names, admission status, GPA, Social Security number, Student ID number, and any/all other information that would be covered by FERPA. All such communications with students or prospective students must be conducted using secure platforms, such as email. Direct messaging applications and social media sites are not considered secure discussion platforms and must not be used as such.

2.3 HIPPA: [The Health Insurance Portability and Accountability Act](#) (HIPAA) protects confidential medical records. Examples of protected information include, but are not limited to, "...the individual's past, present or future physical or mental health or condition, the provision of health care to the individual, or, the past, present, or future payment for the provision of health care to the individual, and that identifies the individual or for which there is a reasonable basis to believe can be used to identify the individual." Even if HIPPA does not legally apply to particular information, such information must not be discussed or disclosed on social media.

2.4 Terms of Use: Users must follow the terms of use for each social media platform. It is the responsibility of every social media manager to understand and abide by these terms.

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Snapchat](#)
- [X](#)
- [YouTube](#)

2.5 Partisan Political Activity: As a 501c3 nonprofit, Regent University cannot endorse or oppose candidates for public office. Regent University social media accounts must refrain from endorsing or opposing any candidates for public office. See the Political Activity policy in the Student Handbook and Employee Handbook for further guidance.

3. Employee Use of Social Media

3.1 Social Media Management: Employees may contribute to the university's social media activities by writing posts, managing social media accounts, and running official social communications on behalf of Regent University in accordance with these guidelines. Social media managers should abide by the following best practices:

- Please check comments and messages daily and respond within 24 hours. Social media managers have the right to moderate or control posted content. Delete or hide any inappropriate or offensive language or other content.

- Posts should occur at least once per week.
- Report any student conduct concerns to stusrv@regent.edu
- Report any media requests to marketing@regent.edu

3.2 Brand Representation: Employees must be aware that while contributing to Regent University's social media activities, employees represent the university. Employees who use social media as part of their job must adhere to the following safeguards:

- All communications must have a purpose and benefit Regent University.
- All content must be reviewed for accuracy and propriety, with special attention to spelling and grammar.
- The content may not violate university, state or federal regulations, specifically those related to protected classes of individuals.
- Be respectful and professional. If someone posts an upsetting comment, ensure the response is rational and professional. If a conversation escalates, please seek assistance from Marketing.
- Do not breach confidentiality. Do not reveal confidential intellectual property or information owned by Regent University. Do not give away confidential information about an individual or organization. Do not discuss the university's internal workings (such as agreements or future business plans that have not been communicated to the public).
- Do not do anything that could be considered discriminatory against, or bullying or harassing, any individual. Do not make offensive or derogatory comments relating to sex, gender, race, nationality, disability, religion or belief, sexual orientation or age.
- Do not criticize or argue with students, colleagues, partners, or competitors.
- Do not make defamatory comments about individuals or other organizations or groups.
- Do not post images that are inappropriate or links to inappropriate content.
- Do not breach copyright. Do not use someone else's images or content without permission. Acknowledge where permission has been given.
- Do not break apart and use elements of Regent University's or any other organization's official branding.
- No profanity of any kind is allowed on posts whether directly posted by the page or shared from another page.
- Avoid addressing political, racial, or other sensitive topics. Pages and posts should never endorse or oppose any political candidates, whether holding office or running for office.
- Links to source material are required.

3.3 Regent University Name: Regent University must be properly cited on all social media platforms in usernames, display names, descriptions, posts, and pages. Use only the following approved versions of proper names for Regent University:

- Regent University
- Regent Univ.
- Regent U
- Regent University Royals
- Regent Royals

The following versions are prohibited:

- RU
- RU Royals
- Regents University

4. Personal Social Media Use

4.1 Personal Social Media: Regent University recognizes that many employees use social media in a personal capacity. Employees should be aware that they can appear to represent Regent University if they are recognized as an employee of Regent University. While the university does not actively monitor employee or student social media accounts, it reserves the right to request that employees or students remove inappropriate content, and reserves the right to discipline employees and students for material posted on their personal accounts.

4.2 Brand Association: Employees are permitted to indicate that they work for Regent University. The employee's online profile may contain the university's name. Regent University strongly advises that all personal social media communications made by employees reflect the values of Regent University and in no way defame or damage the reputation of Regent University. Regent University social media accounts cannot violate the Regent University Brand Guidelines and the trademark and copyright restrictions. Regent University Marketing reserves the right to ask for the removal of posts or images that break the brand or infringe on copyright.

5. Registration of New Social Media Accounts

5.1 Approval for New Social Media Accounts: There are currently over 100 Regent University affiliated social media accounts, so every effort should be made to combine social media efforts with existing pages if possible. This streamlines efficiency and social media management. All university-affiliated social media sites must register with Regent University Marketing by contacting marketing@regent.edu.

5.2 Administrative Access: Each department, school, and organization is responsible for assigning central management for a social media manager(s) for its social media accounts. It is the responsibility of the department, school, or organization to create a plan of action for social media management transition and to inform Marketing of new or current managers.

5.3 Logos: Refer to the [Regent University Brand Guidelines](#) for details on correct logo usage. Departments and schools are encouraged to use the blue and green Regent Shield as their profile picture on social media. To retrieve the file, please contact marketing@regent.edu.

Regent University reserves the right to alter, update or add to this policy at any time. Violation of these guidelines could result in removal of content or administrative access, or disciplinary action. For questions or concerns, visit www.regent.edu/marketing or contact marketing@regent.edu

6. Social Media Guidelines Regarding Politics and Social Issues

Designed for approved social media accounts of Regent University departments, schools, teams and student organizations.

Please refrain from:

- Making any endorsements or using endorsing language
- Making any oppositions or using opposing language
- Speaking on behalf of the university
- Breaching copyright of any organizations you may feature/host within your student organization
- Doing anything that could be considered discriminatory against, or bullying or harassment of, any individual. Do not make offensive or derogatory comments relating to sex, gender, race, nationality, disability, religion or belief, sexual orientation, or age
- Making any defamatory statements
- Criticizing or arguing with students, colleagues, partners, or competitors
- Use any hate symbols (examples: Nazi, communist, confederate flag or anti-Antifa symbols)
- Use any graphic or inappropriate imagery
- Use imagery of weapons unless wielded by law enforcement or military personnel in a rested position
- Link or advertise a political candidate's campaign
- Use imagery of inappropriate use of the American flag according to U.S. Flag Code

We encourage you to:

- Be respectful and professional
- Seek approval before posting higher profile guests and executive staff, choosing flattering imagery
- Consider how to create content that shows love to all people groups
- Ask Marketing and Student Engagement for guidance if unsure about any content
- Review Regent University's Code of Conduct and Foundation Commitments
- Review Regent Student Organizations Instagram Policies (Non-law and Law)

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