



Social Media Guidelines for Indiana University

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Guidelines Statement

The use of social media is increasingly common for Indiana University (IU) departments, students and employees and these communications tools have the potential to create a significant impact on organizational and professional reputations. Indiana University has developed these guidelines to properly portray, promote and protect the institution. The following guidelines also provide suggestions on how to protect personal and professional reputations while using social media.

This document pertains to accounts representing Indiana University. The IU School of Medicine has specific policies related to healthcare-related accounts and residents.

The Preservation of University Policies

The guidelines outlined here are provided to assist in the coordination of messaging through social media outlets. These guidelines do not usurp existing university policies related to the use of technology, codes of conduct or confidentiality. *If you purport to speak on behalf of the university, Please review these policies*

Existing Indiana University policies regarding Information Technology, Ethics, Conduct and Confidentiality:

IT / Cyber security Policies: <http://protect.iu.edu/cybersecurity/policies>

Student Conduct: <http://www.iu.edu/~code/>

Employee Conduct: <http://hr.iu.edu/handbook/conduct.html>

Confidentiality of Student, Medical and Personnel Information: <http://hr.iu.edu/policies/uwide/confidential.html>

Academic Handbook: <http://www.iub.edu/~vpfaa/policies/Handbooks%20and%20Guides.shtml>

Social media is included in speech, so the same rules apply regarding hate speech and other similar issues.

Rules regarding political / lobbying purposes have been established by Congress as part of [IRS policies](#).

These guidelines recommend that:

- Each social media account will have responsible *IU-affiliated* administrators assigned.
- Inappropriate, offensive, injurious and illegal content may be removed by IU employees identified as account administrators or at the direction of IU Communications.
- Best practices for social media accounts should be considered as outlined throughout this document.

For more information on creating and using official IU social media accounts, contact the IU Communications in the Office of the Vice President for Public Affairs and Government Relations as follows:

Ryan Piurek
IU Communications
(812) 855.5393
rpiurek@iu.edu

There are some general do's and don'ts which apply to all types of accounts created on behalf of an Indiana University unit:

DON'T:

- Use your IU-recognized profile for your own commercial gain or for communications or activities that are purely personal in nature.
- Share your password or do anything to jeopardize the security of your account.
- Post content or take action that infringes or violates someone else's rights.
- Post content or take action that violates the law.
- Post identification documents or sensitive or confidential financial, medical, educational, or other personal information of any person without that person's express, prior consent.
- Use the service for any unlawful purpose or for promotion of illegal activities.
- Publish or link to malicious content intended to damage or disrupt another user's browser or computer or to compromise a user's privacy.

DO:

- Collect information including screen grabs, posting dates and origin of messages when something is posted which appears to be threatening, criminal in nature or announcing an action which may be unlawful or unsafe. Using your best judgment – send any such information to IUPD, while also informing the [IU Communications team](#) who will disseminate as necessary.

Using IU graphics

When using social media to perform an official Indiana University function, you should adhere to [official university graphics and style guidelines](#) available from [IU Communications](#). You may request sizing for other social media platforms. For a profile picture, avatar, or other identifying graphic, we recommend against using the traditional block IU alone, as it will create confusion when viewed alongside the multiple other university-affiliated social media accounts that already use the block IU as their profile picture. If you require assistance identifying a good representative image, please contact Public Relations and Campus Initiatives staff for assistance. Use of any IU Graphics, including the Indiana University logo, word mark, or iconic imagery, may require the permission of the University, and a possible fee. Indiana University logos should never be modified or altered without permission of the University. Please note, use of the Indiana University seal is strictly prohibited for any purpose other than by the Board of Trustees or Office of the President. Contact [IU Communications](#) or IU Licensing and Trademarks for more information.

Trademarks

IU owns and controls its name, marks, logos, insignias, seal, coat of arms, images of identifiable properties and landmarks, and symbols that have become commonly associated with IU or any of its campuses. IU is required by federal law to control all commercial uses of its marks. Guidelines of use for IU trademarks can be found online at: <http://policies.iu.edu/policies/categories/financial/licensing-trademarks/FIN-LT-licensing-and-trademark-policy.shtml>.

External parties or individuals seeking permission to use IU marks in connection with a commercial venture should contact the IU Office of Licensing and Trademarks at iulogo@indiana.edu or 812-855-8830.

Frequently Asked Questions

Why is social media important?

People will answer this in a variety of ways but most simply put, social media has created a two-way dialogue for real-time conversation between people. "Word of mouth" has always been the most influential form of marketing, and new technology has amplified work of mouth with a global megaphone.

More people are turning to social networks and online outlets to receive their daily intake of news and information rather than picking up a newspaper or watching the evening news. People are no longer content to wait for news and information to be provided to them, they can and will go out to find it and they will react to it through Facebook posts, tweets, or blog comments.

People are seeking information about businesses, universities, programs, organizations, etc. through social media and therefore it is important to establish a presence in places where people are going for information. There is a constant conversation going on "out there" about your organization. Being involved in the conversation allows your organization to respond to concerns, correct misinformation, and shine light on your successes. This is why the pillars of social media are transparency, responsibility, and authenticity; all of these are essential to share your messages and protect your brand.

Does IU's Social Media Guidelines apply to my personal accounts on Facebook, Twitter, etc.?

No. The policy only applies to accounts that represent the University in an official capacity.

Social Media 101 – The Basics

Form a strategy. Identify purpose, who you want to reach (audience), types of content you intend to share and overarching goals. From there start with one social media outlet, such as creating a fan page on Facebook, and develop a presence.

Set your goals. Are you trying to communicate a campaign; promote your IU group/department/program; connect with alumni; create a community for fans; or increase overall awareness and recognition of your IU entity? Your goals should be *SMART*: Specific, Measurable, Attainable, Realistic, Timely. Common social media goals include: increased traffic to website, reputation management, brand awareness, search engine rankings, and thought leadership.

Make the time. Don't start a social media effort unless you have the dedicated time and resources to maintain new content on a regular basis. New content is critical to thrive in social media communities.

Conduct research. Before starting a social media campaign, research other organizations on social media networks for ideas on what works and what doesn't.

Jump in. Be an active user. Listen to conversations, engage with comments, answer questions, and keep your account fresh with regular posts.

Measure success. Determine what success means for your purpose and goals. Increased traffic to your website? Better communication with prospective students? Number of fans, followers, comments?

A Few Things to Consider

Be authentic. Social media is all about people connecting with people. Remember to humanize your social media interactions. On social networks it is okay to use an exclamation point and phrases such as "check it out" rather than "read more."

Be accurate. Make sure you have all of the facts before you post. Cite and link to sources whenever possible to help build a community. It also doesn't hurt to spell-check your content before posting. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

Be respectful. Respect for the dignity of others and to the civil and thoughtful discussion of opposing ideas is critical. Feel free to respectfully disagree with a position but please do not propagate online confrontation as it reflects poorly on both the individual and IU.

Be positive. A good rule of thumb: if you would not say it in person, don't say it online.

Encourage open conversation. Listen to people and respond to as many comments as possible with constructive feedback. Allow negative comments, delete the spam, and seek to respond rather than censor.

Allow comments. Even the negative ones. A good philosophy for comments is to encourage thoughtful discussion, debate and differing viewpoints, with the understanding that all comments made must be civil, respectful, and appropriate for your audience. If comments are lewd, libelous, incite violence or are otherwise hurtful or hateful speech directed at either individuals or groups, IU employees who serve as account administrators reserve the right to delete such comments.

THE SOCIAL MEDIA TOOLS:

What is Facebook?

[Facebook](#) is the largest social network in the world with more than 800 million users. People use Facebook to catch up with friends and colleagues, share news, information, photos, video, and more with people and organizations.

Why should I use Facebook?

Facebook offers an ideal opportunity to showcase your IU department or program and build recognition, while encouraging participation and networking. IU encourages the use of Facebook to connect with prospective and current students, staff, faculty, alumni, and friends of the University.

For many IU organizations and departments, a Facebook page is an important part of their social media presence. Facebook provides the platform to send information, receive feedback and encourage interaction among your fans.

How do I use Facebook?

Begin by setting up your organization's account on Facebook [here](#). Note: You must have a personal account of your own on Facebook before you can create an organizational Page or Group.

Facebook has Pages and Groups. Know which one will work for you. For information about how Pages and Groups are different, see <http://www.facebook.com/help/?faq=155275634539412>.

Pages are accessible by the general public – they are searchable and can be seen by anyone even if they are not registered or logged into Facebook. Pages allow for applications and the opportunity to supply more in-depth information. Pages are intended for organizations, departments, and businesses to connect with users who like them. If your goal is to create a small community on Facebook, consider creating a **Group**. Groups can be created by anyone and about any topic, as a forum for people to share their opinions and interest in that subject. Groups can be kept closed or secret, whereas Pages are intended to help an entity communicate publicly. Notifications to those in your Group will appear in their Facebook Inbox like an e-mail. If personal communication is your goal, forming a Group is a better option.

If it is right for your organization, create an "official" page. Including "Indiana University" in the title will make it easier for users to find your page.

Confirm that you are the official representative for your organization and review Facebook's Terms and Conditions.

By using Facebook, you are agreeing to Facebook's terms and conditions:

You should:

- Choose the name of your Page carefully, as you can never change its name once it is created.
- As soon as the option is available, create a “username” for your Page. This will provide a convenient, short custom URL to your Page (facebook.com/username) for use in promotional materials. (Only Pages with more than 25 fans can get a username.)
- Obtain consent if you collect any information from users, making it clear that you (and not Facebook) are collecting the information, and post a privacy policy that will be followed.
- Keep your contact information accurate and up-to-date. Do not include personal contact information on your IU-recognized account unless it is appropriate to the purpose of your IU organization, and in that case, keep it to a minimum.

You should not:

- Provide any false personal information or create an account for anyone other than yourself. Note: In the past, Facebook has removed false profiles, even those of historical figures created for educational purposes (see <http://on.mash.to/xrQ8h4> for one such case)
- Create a personal profile to represent your organization; this is a violation of Facebook terms of service. Only use Pages or Groups to promote your organization.
- Administrators of IU-recognized accounts may be changed from time to time - please notify the [IU social media staff](#) when that happens.
- Post or knowingly permit the posting of content or any other use of your IU-recognized account to cause harm, embarrassment, defamation, insult, or injury to any person or entity. This does not prohibit frank discussions, criticism, or opinion. **The following content and online activity is strictly prohibited: lewd or indecent conduct, threat of physical harm, stalking, forgery, intentional disruption of university activities, advocating or causing the damage or destruction of university property, illegal discrimination, harassment (including sexual harassment), or any intentionally malicious, defamatory, degrading, or hateful material.**
- Tag users or send e-mail invitations to non-users without their consent.

Violation of any of the above actions may lead to removal of a post, or removal of your account from an IU-affiliated web page). This decision is at the discretion of the IU Public Relations and Campus Initiatives staff or responsible IU unit responsible for the social media presence.

Posting On Facebook

Respond to wall posts. Even the negative ones should be acknowledged, and, misinformation should be corrected immediately.

Keep it real. Be conversational, informal, and always remember to be respectful of others. Even when posts may be negative, it is important to approach responses with a high level of professionalism.

Understand why people like you. Watch how your audience responds to your posts to understand what appeals to their interests. What topics get the most comments? What time of day does the most interaction take place? For example, posting photographs and asking direct questions usually result in greater responses for most audiences.

Encourage involvement and interaction among fans. Facebook is designed to maximize involvement among users for an open line of communication. Use it to your advantage to collect feedback and provide users with a richer online experience with your organization.

Value-driven updates. Updates up to three times per week are recommended, but make sure each update contains valuable information your fans can use. Meaningless updates can drive your followers to not pay attention to your page, or even worse, remove your page from their news feed.

Monitor your page frequently. It is critical to monitor your page daily so that you can keep up with the conversation and activity (and spam) on your page.

Use Facebook's applications to make your page more dynamic. Add photos, videos, discussion boards, RSS feeds, etc. However, beware of Apps that try to collect too much (or any) personal information from people who like you. Understand what information an App collects (and why) before you add it to your page.

Promote your page. Ask the members of your organization to follow your page and network with other organizations on Facebook by "Liking" their page or adding them to your page's favorites.

Use @. In a status update, type the "@" symbol followed directly (no space) by the name of another Facebook page you want to tag. For example, a status update from Indiana University might say, "Congrats to @IUBB for the big win!" The IU status update will show up on the Indiana University Basketball wall by simply using that tagging technique. However, this should only be used to build community and never to spam other pages with your own promotional messages!

What is Twitter?

[Twitter](#) is a micro-blogging service that allows users to post short messages that show up in the Twitter feeds of the people who choose to follow your account. Twitter offers instantly updated information for just about anything you can imagine. *Here's the catch:* Twitter allows only 140 characters per post, called a tweet, so tap into your creative side to make your message fit.

What can Twitter do for me?

Twitter is an effective tool for IU organizations and departments that need to share frequent content about meetings, events, news, and even emergency information.

How do I use Twitter?

Start by creating an account [here](#) on Twitter. Since the account is associated with an IU unit, it should be associated with an IU email address.

Optimize your account for Twitter searches:

Note that a username and a name are two separate items. For example, "IndianaUniv" is the username and "Indiana University" is the name. Usernames are character-limited.

A carefully selected name is the most crucial part of being found in searches. This is because most users will not search for you by your exact username and will add spaces that do not match your username. For example, a search for "IU Athletics" does not find the username IUAthletics.

Make sure the name includes words you believe will be used when searching for the profile; IU, Indiana University, etc.

Enter your e-mail address, password, and agree to Twitter's [Terms and Conditions and Privacy Policy](#).

By doing so, you should not:

- Impersonate others through the Twitter service
- Publish or post other people's private and confidential information
- Publish or post direct, specific threats of violence against others
- Engage in username squatting – or establishing an account name for a unit with no intention of using it

- Use Twitter.com's address book contact import to send repeat, mass invitations
- Use the Twitter service for the purpose of spamming anyone
- Use obscene or pornographic images in either your profile picture or user background.

Violation of any of the above actions may lead to removal of a post, or removal of your account from an IU-affiliated web page). This decision is at the discretion of the IU Public Relations and Campus Initiatives staff or responsible IU unit responsible for the social media presence.

Customize your profile

Use the column on the right side of your account page to upload a profile picture, write a short bio, and set up Twitter on your mobile phone so you can post tweets from anywhere. (see "Using IU Graphics" below)

The one line bio will appear with the username and name in search results. Use this area to note your relationship to Indiana University even if you think your username and name have already made this clear.

For example, only using "IU" may create confusion since there are several universities who may use the same acronym. Include the URL of your university-hosted website, to reinforce your authenticity.

Start tweeting

Stay under the 140-character restriction. Use commonly-accepted shorthand and post links that provide more information.

Include links. Drive followers to your website from tweets. Inbound links also improve your ranking with search engines. Note: Link only to HTML webpages unless absolutely necessary. If you must link to a PDF or other non-HTML document, use a document-sharing service like [Scribd](#) or [SlideShare](#).

Use link shorteners. Links can be long and quickly take over a tweet's 140-character limit. Use [bit.ly](#) or [Go.IU.EDU](#) to shorten them. Note: go.IU.edu should only be used for webpages within the Indiana University web domains (indiana.edu, iu.edu, iupui.edu, etc.)

Tweet regularly. Appoint more than one person to tweet if needed to continue regular content.

Understand why people follow you. If your followers want information about the group you represent, they probably don't want to know your daily activities. If you are an IU celebrity, your followers are more likely to be interested in your life events.

Follow others. This allows communication between you and your followers and is part of Twitter etiquette.

Re-tweet! Tweet the content posted by another Twitter user that might be of interest to your followers. Make it not all about "me, me, me."

Use hashtags. Hashtags consist of using the # symbol followed by subject words such as #IU. They help organize information, make tweets searchable, and are conversation drivers. Hashtags are especially useful for enabling real-time conversation during events, such as #IUBB games.

Incorporate other Twitter users. An example tweet might be: "I am going to the @IUPUIJaguars game tonight @IUPUI."

Other tips

Use other tools. Research external applications that are designed to help Twitter users enhance the Twitter experience. The Twitter website itself is prone to going down based on heavy traffic so consider skipping Twitter.com to manage your Twitter accounts and check out more reliable management services including [TweetDeck](#) and [Hootsuite](#).

Find the community leaders. Spend time engaging people who are interested in similar topic areas. This means identifying the most influential social media users in your niche area. [Klout](#) is a tool that tracks influence on Twitter and Facebook. See who is a thought leader, connector, or a decision-maker.

It takes a village. Twitter itself does not have a way for multiple people to uniquely access one account other than by sharing the username and password among administrators. Social Media Management tools (see above) allow you to have multiple content providers without having to share login/password information (which is a violation of most Terms of Service).

What is LinkedIn?

[LinkedIn](#) is a professional networking site that connects users with employers and fellow employees to exchange information, ideas, and opportunities.

Why should I use LinkedIn?

With a LinkedIn profile, you can connect with former classmates, browse job listings by locations and job field, and contact fellow professionals in your field to increase your professional network. Indiana University organizations can use LinkedIn by creating groups to connect current students with alumni, to connect alumni with each other, and to post job openings for paid positions and internships in your organization and at other similar organizations.

How do I use LinkedIn?

Start by creating a LinkedIn profile [here](#).

Enter a valid e-mail address and fill in all required information fields. This will help you find people and organizations that are relevant to your professional interests. Since this account is affiliated with an Indiana University unit, an IU email address is required.

Fill in your profile. The more thorough you are, the better you will be able to utilize LinkedIn's features. Add your web sites, other social media sites, any published or patented material, résumés and other contact information.

By registering on LinkedIn or using the LinkedIn website, you are agreeing to LinkedIn's [User Agreement](#):

You should:

- provide accurate information and update as necessary
- review and comply with LinkedIn's [privacy policy](#)
- review and comply with notices sent by LinkedIn
- use the services in a professional manner

You should not:

- remove, cover or otherwise obscure any form of advertisement included on LinkedIn
- share information of non-users without their express consent
- upload a cartoon, symbol, drawing or any content other than a head-shot photograph of yourself in your profile photo
- include any unsolicited or unauthorized advertising, promotional materials or other forms of solicitation

Violation of any of the above actions may lead to removal of a post, or removal of your account from an IU-affiliated web page). This decision is at the discretion of the IU Public Relations and Campus Initiatives staff or responsible IU unit responsible for the social media presence.

Start networking

Find connections. Click the "Contacts" tab at the top of your profile to search for colleagues and classmates. Click on "Add Connection" to search based on e-mail address, company, location, year of graduation and much more.

Search or post job listings. Search jobs based off of location and job field in the "Jobs" tab. If you are looking to hire an employee or intern, post a job listing here.

Join Groups to discuss topics relevant to your interests, discuss ideas and meet people to network with.

Create a LinkedIn group

Don't focus on "selling" your organization/entity. Rather, put the focus on the group and members. Provide content that would be appealing to them.

Consider using the polling function. Implement a poll to gauge the pulse of the group.

Carry on the conversations. Facilitate group discussions by posting useful information and prompts for future discussions.

Thank people for contributing. If a member becomes a frequent poster, acknowledge them and encourage them to keep it up.

Make introductions between members. Simple introductions can add a personal touch to your group members' experience.

Promote the group. Promote your group to your personal LinkedIn network or by posting the group URL on external websites and marketing materials.

Create a LinkedIn badge for members to post on their external sites.

What is Google+?

While it's still early days in how everyone is deciding to use Google+ personally and professionally – Google has just published a set of [Community Guidelines](#) that can help give you an idea of how or why you might want to use Google + for your business or startup.

[Hangouts](#)

One of the more interesting uses for Google+ is through the use of Google [Hangouts](#). Basicall, this is video chatting with up to 10 other people. It's been done before – but with Google+ it's free and easy to have a conversation with 10

individuals connect with the account about your organization or a topic related to your academic/service area. Some ideas for how you might use Google+ Hangouts:

- Hold a video chat with new students, alumni, and/or faculty
- A live Q&A with one of your faculty and some of your students
- Get feedback from your alumni on how life is after college.
- Host a public meet & greet for a distinguished visitor

Particularly as more and more commerce moves online, using tools like Google+ Hangout to maintain a human connection with audiences is one great way to set your organization apart from all the other websites vying for people's attention. The general guidelines outlined at the beginning of this document apply to Google+ accounts.

What is YouTube?

YouTube is a video sharing Web site that allows users to upload, view, and share streaming video online.

Why should I use YouTube?

YouTube is an effective communications tool for IU organizations or departments that have interesting videos to share. Digital video recorders are easy to come by, so if you think your IU organization or department has content that would work well in video format, think about creating a YouTube channel.

Don't have enough video content to sustain a YouTube channel? Get your videos on IU's YouTube channel, <http://www.youtube.com/user/IU>. IU's YouTube channel features videos from across the University, from athletics to student life to research-oriented pieces across all campuses.

If you are interested in learning about how to get your videos on IU's channel, please contact [Allison Serrette](#).

How do I use YouTube?

Start by creating a YouTube account [here](#).

Enter a valid e-mail address and create a channel name that references IU.

By agreeing to YouTube's [Terms of Use](#) you must:

- Comply with all applicable laws
- Provide accurate and complete information
- Review and comply with YouTube's policies including their [Community Guidelines](#) and [Privacy Policy](#)
- Maintain the confidentiality of your password

You should not:

- Upload or post content that infringes any patent, trademark, trade secret, copyright or other proprietary rights ("Rights") of any party
- Use YouTube for commercial use without YouTube's prior written consent

Violation of any of the above actions may lead to removal of a post, or removal of your account from an IU-affiliated web page). This decision is at the discretion of the IU Public Relations and Campus Initiatives staff or responsible IU unit responsible for the social media presence.

Start uploading videos

Uploading is simple. Uploading videos to YouTube involves the same steps you would take to upload a picture to any other site on the Web. YouTube will prompt you to browse your computer's files and all you have to do is click the file you want to upload.

Variety of formats accepted. YouTube enables videos to be uploaded that are high definition, up to 2 GB in size, up to 15 minutes in length and come in a wide variety of formats.

Use descriptive key words. Once you upload your video, make sure to give it a descriptive title, a thorough description, and tag any potential keywords someone would search for to find your video. It is important to have keywords in your title, description, and tags. YouTube is the second largest search engine on the Web, so being descriptive and thorough will help people find your video. For example, for videos on IU's YouTube channel, "Indiana University" and "IU" are typically used in all titles, tags, and descriptions.

Other tips

Create unique first/last frames. Considering making the first and/or last frame(s) of the video contain the IU logo, your program's name, and web address.

Keep it short. While YouTube allows videos up to 15 minutes in length, most viewers don't have that long of an attention span. Try and keep your videos to about two minutes unless the content is compelling enough to run longer.

Spread the word. Share the videos on Facebook, Twitter, and other social networks to provide access to as wide of an audience as possible.

What is Blogging?

The Overall Rule: Don't Write Anything Online You Don't Want Your Mom (or Michael A. McRobbie) to Read

Before you create a blog or make any entries, consider that your blog is public, and it endures. Anyone can search for your blog and find it.

- Consider that anything you post on your blog may have repercussions in the future. People have been refused jobs or fired from their jobs because of material they posted on their blogs.
- In addition to controlling what you post on your blog, you can monitor the comments that other people post. While your credibility as a blogger depends in large part on your openness to comments by others, you can set your blog so that all comments come to you for review prior to appearing on your blog. You can also block individuals who repeatedly post offensive content, try to use your blog for advertising without your permission, or just because you want to. Some bloggers post their policy directly on their blogs.
- While it is not advised, some bloggers provide their personal information--such as your full name, your address or phone number. This is a risk, and may make yourself a target to scam artists or predators.

Guidelines for Blogging

If you are posting a blog under the auspices of Indiana University, either as a staff member, faculty member, or student, you should be fully aware of the confidentiality, code of conduct and technology policies outlined at the top of this document.

If your blog can be accessed by a link from any Indiana University site on any Indiana University server, it should have a link to Indiana University's [World Web Privacy Policy](#).

It is your responsibility to be aware of any Indiana University policies and any changes in those policies that may impact any blog linked to an IU-related Web presence.

Linking to a blog

When linking to a blog from any Indiana University Web Site, always link from a unique blog page, rather than from an unidentified link. Minimally, this page should inform the reader

- That they are linking to a blog
- That they are leaving the Indiana University site
- That the blog to which they are linking may not reflect the views of Indiana University
- What the blog is about

Creating a Blog that is Connected from the University Site

If you are creating a blog that is either embedded in an IU-related website, or connected by a link from an IU website, be sure that you've read and understand the Indiana University privacy, confidentiality and web privacy policies noted at the top of this document.

You should:

- Obtain consent if you collect any information from users, making it clear that you are collecting the information, and post a privacy policy that will be followed.
- Keep your contact information accurate and up-to-date. Do not include personal contact information on your IU-recognized account unless it is appropriate to the purpose of your IU organization, and in that case, keep it to a minimum.

As with the other social media guidelines, you should not:

- Provide any false personal information or create a blog for anyone other than yourself without permission.
- Use your IU-recognized blog for your own commercial gain or for communications or activities that are purely personal in nature.
- Share your password or do anything to jeopardize the security of your account.
- Transfer your account without getting written permission from Facebook. Administrators of IU-recognized accounts may be changed from time to time - please notify the IU Communications
- Post content or take action that infringes or violates someone else's rights.
- Post or knowingly permit the posting of content or any other use of your IU-recognized blog account to cause harm, embarrassment, defamation, insult, or injury to any person or entity. This does not prohibit frank discussions, criticism, or opinion. The following content and online activity is strictly prohibited: lewd or indecent conduct, threat of physical harm, stalking, forgery, intentional disruption of university activities, advocating or causing the damage or destruction of university property, illegal discrimination, harassment (including sexual harassment), or any intentionally malicious, defamatory, degrading, or hateful material.
- Post content or take action that violates the law.
- Post identification documents or sensitive or confidential financial, medical, educational, or other personal information of any person without that person's express, prior consent.
- Identify individuals without their consent.

Violation of any of the above actions may lead to removal of a post, or removal of your account from an IU-affiliated web page). This decision is at the discretion of the IU Public Relations and Campus Initiatives staff or responsible IU unit responsible for the social media presence.

Copyright 101

Guidelines for posting potentially copyrighted material on your social media accounts

First, determine who owns the material you want to post. Typical examples of copyright "owners" include:

- Author of a written work
- Photographer who took the picture
- Composer of a song or melody
- Videographer of a video
- Journal/publisher of a published work
- Creator of artwork
- Programmer of software
- Employer of any of these people if the work was done in connection with their employment

How do you get permission to post copyrighted material?

- Contact the owner
- Contact the Copyright Clearance Center at www.copyright.com

Could posting of the material be considered a "fair use" under the Copyright Act?

Use is likely fair if:

- Character of the use is nonprofit, educational, or personal
- Nature of the material used is factual published material
- Only a small amount of the material will be posted
- Impact on the market for the material is very small

Use is likely not fair if:

- Character of the use is commercial (promoting a product or service, charging to access the copyrighted material, advertisements)
- Nature of the material used is imaginative and/or unpublished
- The majority of the material will be posted (for example, an entire book or chapter instead of a quoted sentence)
- Use detrimentally impacts the market for the original
- Use was "fair" at one time, but has been repeatedly reused or more widely distributed, or the copyright owner has requested that the use be limited or discontinued. For example, use of a portion of a journal article or a photo may have been Fair Use one time, but used annually for the same event or purpose, loses its Fair Use character.

What are the penalties for infringing someone's copyright?

- Typically, a copyright holder's first response to an act of infringement is to send you a "cease and desist" letter demanding that you stop infringement. The copyright holder can go to court to get an injunction or a court order requiring you to remove the infringing material from your account, Web page, or profile. Additionally, a copyright holder can file a claim for actual damages suffered by the copyright holder as a result of your infringement.
- If the copyright has been registered with the U.S. Copyright Office, the copyright holder can file a claim for "statutory damages" without proving that the copyright holder was actually harmed by the infringement. An award of statutory damages can be as little as \$750 or as much as \$30,000. If the copyright holder can prove that you knew the work was protected under the law, an award of damages can be as much as \$150,000.

What are the implications of posting copyrighted material on Facebook, Flickr, Twitter, LinkedIn, and YouTube?

- When you post copyrighted materials on these social media websites, such as Facebook, they automatically obtain a license to use those materials, commonly known as an Intellectual Property, or "IP" license. They can use this IP license to share the materials all over the world without your further permission and without paying you any royalties. Some websites also reserve the right to change, commercialize and publicly perform or display the materials. This IP license ends when you delete the materials or terminate your account unless the materials have been shared with others and they have not deleted it. This could mean that the social media website effectively owns a license to use the materials you posted, for whatever purpose it desires, forever.

Questions about copyright?

- For copyright, fair use and faculty/staff ownership of works at IU, contact IU's University Counsel.
- For tips on maximizing the benefit of your Facebook, Twitter, or other IU-recognized social media account; problems with content or use of social media; change of account administrator; reporting misuse of an account; establishing a new account; use of IU logos, graphics or trademarks, contact [IU Communications](#).