

Social Media GUIDELINES



The following guidelines apply to members of the Concordia University Texas social media community, including, but not limited to, students, faculty, staff, administrators and members of the greater community.

Use these guidelines as you participate on CTX social networks or online in your official capacity tied to the university.

PROTECT PERSONAL INFORMATION

For safety and security of all people involved in CTX's social media community, please refrain from posting personal contact information (home and cell phone numbers, mailing or home addresses, personal email addresses, etc.) on social media sites.

Get familiar with the privacy settings of each social media channel you use. Our recommendation is to only share private information with people you know personally. Taking time to establish strict privacy settings can be very beneficial in the long run. However, even privacy settings cannot protect your posts at all times. Your post may still be shared via screenshot or copied and pasted, and shared beyond your original intent.

Faculty and staff should refrain from sharing any personal student information or academic work on social media, even with student approval.

BRANDING

Personal web pages and social media accounts (of faculty, staff or students) may not use Concordia University Texas logos or trademarks.

TRANSPARENCY

When referencing Concordia, make it clear that you're not communicating on behalf of the university. Clearly identify yourself and fully disclose any affiliation you may have with CTX; this can be a simple reference in your bio or in an online statement. Ex: All opinions are my own.

INSPIRE DIALOGUE

We strive to create an online environment that is welcoming, mutually respectful and inclusive.

Please don't use ethnic and racial slurs, hateful speech, personal attacks, abusive language, nudity or pornography.

OFFICIAL UNIVERSITY ACCOUNTS

CTX reserves the right to block or remove any content that violates Concordia's guidelines, policies or code of conduct.



CONTACT US

For questions, comments or to report abuse, send a message to communications@concordia.edu.

Social media includes, but is not limited to: Facebook, Twitter, Instagram, Snapchat, Google+, Reddit, YouTube, Pinterest, LinkedIn, Flickr, Yelp and blogs.

STUDENT ORGANIZATIONS

The following guidelines apply to all Concordia University Texas organizations wishing to utilize their own social media and/or internet-based accounts and sites. This includes any internet-based services, sites, or accounts not hosted by Concordia without exception:

- ▶ The “official” name of each site must include the entire name “Concordia University Texas” or the abbreviation “CTX” in the title.
 - Acceptable example: “The Concordia University Texas Education Club”
 - Unacceptable example: “The Concordia University Education Club”
 - Acceptable example: “The CTX Education Club”
 - Unacceptable example: “Concordia Education Club”
- ▶ Students organizations are not permitted to utilize copyrighted or trademarked material on their social media and/or internet sites that would in any way be an infraction of applicable laws.
- ▶ The content of all sites and accounts must be consistent with the [Christian mission](#) of Concordia University Texas.
- ▶ Sites must be registered with the university each semester. If not, they are subject to being shut down. Register your account [here](#).
 - Facebook Groups: In the case of Facebook groups, an acceptable option is to add the CTX Social Media Specialist as an “admin” for the group rather than providing passwords. While the University in no way plans to moderate or control these various accounts/sites, this information is necessary to have on file in the event that the student manager of such accounts is incapacitated, unreachable or in the event that the group no longer exists and the site/account needs to be shut down.
- ▶ All registered accounts will be considered official university accounts and listed on the university [social media directory](#).

Student organizations are also encouraged to utilize the University’s official social media accounts to communicate campus events and activities. Please submit a social media request form on the social media web page. Social media administrators who violate these regulations will be removed from their administrative role.

CTX Employees who maintain social media accounts must abide by the following:

[FERPA Laws](#)

[HIPPA](#)

[NCAA](#)