

UNIVERSITY POLICY



Social Media Communications

Responsible Office: Marketing and Communications
Effective Date: March 2, 2015

Policy Statement

When using social media, Butler University employees must follow the same behavioral standards on these platforms online as they do offline. In their usage and interactions, employees, departments, colleges, and campus organizations are subject to the same laws, professional expectations, and guidelines as they would be in in-person interactions with students, parents, affiliates, alumni, donors, media, faculty/staff, and other University constituents. Employees will be held accountable for any content they post to social media sites designed for Butler University purposes (e.g., departmental, organizational, or institutional accounts, profiles, or pages).

Scope

This policy applies to all employees and affiliates of the University.

Definitions

Social media- Forms of electronic communication through which users engage in online communities to share information, ideas, personal messages, and other media and content.

General Social Media Policies

All employees and affiliates of Butler University adhere to the following:

Confidential or Proprietary information

Employees and affiliates must not share, post, or disclose any confidential or proprietary information related to Butler University or its subsidiaries on social media or other online platforms. This includes, but is not limited to, internal reports, financial data, research findings, intellectual property, strategic plans, and any other sensitive information not intended for public disclosure. Unauthorized dissemination of such information may compromise institutional security, violate legal agreements, and result in disciplinary action, including termination.

Employees and affiliates must also be aware that some information about students is protected from disclosure under FERPA. Always consult with the appropriate department before discussing institutional matters online and ensure compliance with confidentiality policies and applicable regulations.

Applicable University regulations, policies, and procedures

Social media usage by students, faculty, and staff is subject to all applicable University regulations, policies, and procedures that govern appropriate and expected behavior. This includes but is not limited to, governing regulations established by the Board of Trustees, the Faculty Handbook, the Staff Handbook, the Student Handbook, administrative regulations, Human Resources policies, ethical principles, and the University's code of conduct. Additionally, all users must adhere to University Information Technology policies, non-discrimination policies, Title IX and anti-harassment policies, marketing and communication guidelines, and NCAA Division I athletics regulations. Any use of social media that violates these policies—such as harassment, discrimination,

unauthorized disclosure of confidential information, or misuse of University branding—may result in disciplinary action. Users are expected to represent the University with integrity and professionalism in all online interactions.

Trademark, logo, and licensing guidelines

Butler University's trademarks, logos, and wordmarks are protected assets and must be used in accordance with established branding guidelines. Official University logos may only be used for approved institutional accounts and must not be altered in any way. Unauthorized modification, replication, or misuse of these assets is strictly prohibited. Individuals and organizations affiliated with the University should consult the Marketing and Communications department for guidance on proper logo usage, licensing, and trademark regulations. For more information on these guidelines, please refer to the University's official branding policies to ensure compliance and maintain the integrity of Butler University's visual identity

Multimedia Usage

All multimedia usage must adhere to copyright, trademark, intellectual property rights, and privacy guidelines and regulations of other entities, artists, and organizations.

Photography and Videography

Images and videos from events that require an invitation and/or closed to the public require a written video and photography release from the attendees. Events available to the public do not require a signed release. Furthermore, events that occur outdoors or in public spaces on or off campus are public events. Any content used online of speakers, guest lecturers, performers, and other campus visitors who are present at any event requires written permission.

Users should avoid using images or videos of minors in online media unless written consent is obtained from a parent or guardian.

Images owned by the University may be distributed online under a Creative Commons license agreement. To obtain University imagery, please contact Marketing and Communications. Image ownership must be attributed to Butler University. Additionally, University images may not be altered or used for commercial purposes without permission from Marketing and Communications. This includes images of Butler's Mascot, Butler Blue.

Written permission for the usage of copyrighted video must specifically include online distribution allowances. Additionally, broadcast and royalty requirements must be satisfied. Consumer ownership of video does not constitute a right to distribute or use online.

Due to stringent NCAA rules and regulations regarding student-athletes, videos and images related to Butler University Athletics may not be used without permission from Butler Athletics.

Music

The use of music protected by copyright is strictly prohibited unless written permission from the copyright owner is received, which must specifically include online distribution allowances. Additionally, broadcast and royalty requirements must be satisfied. Consumer ownership of music does not constitute a right to distribute or use on behalf of the University. Royalty-free music is recommended for use online. Marketing and Communications staff can assist with identifying and acquiring royalty-free music.

Media Relations

All official University news should be communicated through the Butler University Office of the President or Marketing and Communications. Employees and affiliates should not announce University news on social media or other digital platforms unless they have prior approval from these designated offices. To ensure accuracy and consistency in external communications, individuals should direct media inquiries or requests for comment to the appropriate University representatives.

General guidelines

Employees and affiliates must be upfront and transparent about their role or position with the University. Before posting anything, individuals must read and comply with the terms of Service, policies, and rules for all social media tools. All users must be respectful to fans, followers, and those they engage with online. They must use discretion regarding the use of public forums versus direct messages.

Institutional Social Media Usage Policies

While Marketing and Communications maintains umbrella Butler University accounts, colleges, departments, organizations, or programs may be equipped to maintain its own social media account(s).

Users who post on behalf of an official University unit (including all students, faculty, and staff managing Butler-sponsored social media) must adhere to the following policies in addition to those outlined above.

Account authorization and creation

Before creating an official social media account, users must obtain written approval from their supervisor, director, or dean and from the Office of Marketing and Communications.

Marketing and Communications must be granted administrative access to all Butler University social media sites. If an official social media account already exists, it needs to be registered with the Office of Marketing and Communications, and credentials/administrative access must be provided.

For specific instructions and requirements needed for the creation of social media profiles, please review the Butler University Social Media Website.

University Affiliation

Users must acknowledge their affiliation with Butler University when posting. All posted content and overall presence should reflect the University's brand identity and respect all institutional wordmarks, logos, and entities. Posts should not be used in any way to promote a personal or political agenda.

Content Calendar

Official accounts must maintain a consistent online presence. As such, each account should post content on a regular basis. On top of postings, users must constantly monitor postings on all social media sites, including comments and reshares.

Inability to maintain a consistent online presence may result in deletion of account.

Discrimination, Violence, Harassment, Defamatory and/or Obscene content

Butler University does not support posts or social media usage that incites discrimination, violence, harassment or is defamatory or obscene.

If any inappropriate posts are encountered or posted to official Butler University pages, do the following:

1. Save a copy of the post. Include information such as the original posting date, link, and the name of the individual/organization who posted it.
2. Notify immediate supervisor, director, or dean.

3. With the approval of supervisor, director, or dean:
 - a. Remove comments that are vulgar, obscene, defamatory or libelous immediately.
 - b. Respond when appropriate but never engage in hostile exchanges.
4. Alert department head or supervisor in the case of threatening comments, remarks, messages, or posts.
5. Notify Marketing and Communications who will assist in monitoring the incident.

Content Removal

The University reserves the right to remove content from any official social media properties. Potential reasonings for removal may include but are not limited to content that conflicts with relevant University policies, incites discrimination, violence, harassment, or is defamatory or obscene, or is irrelevant to the purpose of the account.

Failure to properly maintain social media profiles in accordance with the above policy will result in Marketing and Communications staff removing the accounts. If a department no longer wishes to operate a site, they must disable or delete it.

Individual Personal Use of Social Media

When engaging on social media for personal use, a Butler University affiliation on your profile still can affect the University. This affiliation may be inferred through a profile picture, biographic information, and posted content. Remembering this, you should always think before you post and respect others and their opinions. You should avoid posting personal information about others without their permission.

All users must adhere to University Information Technology policies, non-discrimination policies, Title IX and anti-harassment policies, marketing and communication guidelines, NCAA Division I athletics regulations, and privacy policies, such as abiding by FERPA and other privacy regulations

These guidelines and policies for social media usage are not intended to limit your right to engage in protected concerted activities (e.g., Union involvement or membership) as they relate to terms and conditions of employment.

Procedures

Non-compliance with this policy or any of its parts may result in the following:

- Limitation or revocation of individual or unit rights to use or participate in University social media; or
- Removal of University-owned posts or social media accounts; or
- Disciplinary actions and sanctions in accordance with Human Resources policies and procedures outlined in existing university regulations, rules, handbooks, or codes of conduct.

Appendices

Butler University Marketing and Communications and Brand Guide: <https://www.butler.edu/marketing>

Butler University Licensing and Trademarks: <https://www.butler.edu/marketing/licensing>

Butler University Social Media page: <https://www.butler.edu/marketing/social-media/>

History/Revisions

Revision Date: July 23, 2025

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