

POLICY NO. 321

Area: General Administration

*Original Signature is on file in
General Counsel's Office*

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Certified By: _____

Dr. Jack Thomas
President, Central State University

Subject: SOCIAL MEDIA POLICY FOR UNIVERSITY ACCOUNTS

Introduction

Social media platforms and applications provide outlets for positive connections, sharing, and collaboration. These platforms are important tools for organizational use in communicating with constituencies. The University engages in social communication and encourages College/Schools, units, departments, and programs to examine how the use of social media could be beneficial to their overall communication strategy. However, as College/Schools, units, departments, and programs designate account administrators and enter into social media, it is necessary that they recognize that publicly shared information, statements, and graphic representations online may have a significant impact on the reputation of the University and its programs.

Purpose and Scope

The Social Media Policy for University Accounts provides a standardized process through which University-affiliated College/Schools, units, departments, programs, and organizations can create authorized social media accounts representing the University and gain authorization to use approved and/or trademarked logos. The policy also outlines standards and expectations with which administrators must comply for social media accounts to retain authorized status.

The Social Media Policy for University Accounts is a University-wide policy and applies to any social media account publicly representing a University College/School, unit, department, program, office, athletic team, student organization and/or University-affiliated entity.

Responsibility

Overall responsibility for administering and maintaining this Social Media Policy for University Accounts lies with University Public Relations. Administrators are ultimately responsible for the content posted to an account and ensuring adherence to this policy.

All users are encouraged to report any social media account(s) representing a University College/School, unit, department, program, office, athletic team, student organization and/or University-affiliated entity that is not in compliance with this policy. Accounts in question should be reported to University Public Relations.

Definitions

“*Social Media*” includes, but is not limited to, all means of communicating or posting information or content of any sort on the Internet, including blogs, Facebook, Instagram, Wikipedia or other wikis, Twitter, Snapchat, YouTube, LinkedIn, message boards, chat rooms, logs, and journals whether or not associated or affiliated with the institution, as well as any other form of electronic communication.

“*Administrator*” is any person with access to a University social media account that may post as the University College/School, unit, department, program, office, athletic team, student organization and/or University-affiliated entity being represented.

“*Primary administrator*” means the "owner" of the University social media account for registration and administrative purposes. The primary administrator will be the point of contact for University Public Relations in all matters related to the account. The primary administrator will be responsible for updating the account registration when administrators are added and/or changed. The primary administrator will be ultimately responsible for any and all content posted to the account.

“*Secondary administrator*” is a person granted access to the account by the primary administrator. The secondary administrator will have access to the account and will be able to post content as determined by the primary administrator.

“*Student Organization Advisor*” is an employee of the University, staff or faculty, who is registered and recognized as the student organization advisor through Marauder Leadership and Engagement and/or the Dean of Students Office.

“*Content*” means information, data, and communication shared on social media platforms including text, images and photos, videos, and audio.

“*Logos*” are the visual representations of the University brand. CSU logos are registered with the U.S. Patent and Trademark Office. The University may commence legal proceedings through the Office of General Counsel for trademark infringement to prevent unauthorized use of its trademarks. All parties must gain consent to use the CSU logos by University Public Relations as outlined in the Central State University Public Relations Protocol Manual.

Requirements for University Social Media Accounts

Permissions

Each social media account must be authorized by the unit's supervisor, chair, or director in writing and must be registered with University Public Relations and the University's IT Department.

Account Naming

Social media account names must be specific to the department, unit, faculty/staff/student group, and must present a professional presence. Names must be respectful of all members of the CSU Campus Community.

Account Registration and Administrators

All new and existing social media accounts representing the University must be registered with University Public Relations and IT prior to account creation (new accounts) or within ten (10) business days of the adoption of this policy (existing accounts). Upon registration, University Public Relations will review the request and provide written approval or denial to administrators. For those approved, University Public Relations will assist account administrators in procuring required branding elements with which the account can be created. Official, authorized social media accounts will be included in the University Newsroom Directory. University-affiliated accounts should link back to the CSU website. All University-affiliated accounts must invite University Public Relations to be a follower of the account.

All social media accounts representing the University belong to the University. Upon an

administrator's retirement, separation of employment, extended absence, withdrawal from enrollment, graduation, or change in position or status, University authorized accounts remain with the University. For this reason, administrators must inform University Public Relations and IT of current log-in information for the account, including usernames, passwords or other means of accessing accounts, upon account creation, change in administrator, change in log-in information, or any other time upon request.

Account Administrators

Each University social media account must have at least two account administrators having access to the account at all times, one of whom will serve as the primary administrator. With the exception of student organization accounts, all account administrators must be current University employees. Primary and secondary administrators must be designated and approved in writing by the unit's supervisor, chair, or director. Designated administrators must participate in the University Public Relations' social media orientation, which may be held remotely, in-person or on-line. It is the responsibility of the administrator to attend a scheduled session.

Primary Administrators

The primary administrator will be considered the "owner" of the account for registration purposes and will be the contact to whom all inquiries regarding the account are directed. Students will not be permitted to serve as primary or secondary administrators on University accounts, except as stated below regarding student organization accounts.

Student Organization Accounts

Students may serve as secondary administrators for social media accounts representing student organizations. As secondary administrators, members and/or officers of student organizations will have full access to manage content and post updates. Student organization advisers will serve as primary administrators on accounts representing student organizations to prevent them from being lost due to graduation, withdrawal, and/or changing of student organization officers. Inquiries regarding the account will be directed to student organization advisers. In the event that a student organization adviser is unable to serve as the primary administrator, the adviser must notify his or her immediate supervisor who will then be responsible for delegating the responsibility to another current University employee.

Responsibility for Content

The primary administrator will be responsible for any and all content posted on the account and should exercise discretion when granting access to a secondary administrator. Both primary and secondary administrators should monitor content and engage in conversations on social media accounts, responding to and interacting with community members as needed. Media inquiries and requests for comment on the official position of the University must be directed to University Public Relations.

Changes to Account Administrators

If new administrators are added to a University social media account or existing account administrators are changed, the primary administrator must notify University Public Relations and IT in writing to update the account registration. If the primary administrator is University Public Relations, the secondary administrator is responsible for notifying IT.

Logos Usage

All use of CSU logos, as well as official colors, imagery, and other indicia of the University's brand, must be in full compliance with the Central State University Public Relations Protocol Manual. All parties must gain explicit written consent to use the CSU logos and other official

imagery and signage of the University's brand through University Public Relations which will approve the usage and setup. This consent will be given at the time of registration of an account and will continue for the duration of the account unless revoked earlier by University Public Relations for appropriate reasons, such as violation of protocols or changes in the logo or brand. University Public Relations will provide a selection of graphic elements designed specifically for use on various social media sites. All logos are not to be changed, manipulated, or modified in any way. They may be resized proportionately. Trademark violations will be reported.

Intellectual Property

Any content posted that was not created by the originator must be cited properly. Any usage of trademarks, copyrights, etc. can only be posted with the written permission of the trademark or copyright holder with a copy of the written permission being provided to University Public Relations. Any use of CSU trademarks in print or on the web must be approved in advance of use through University Public Relations.

Protection of Private Information

Account administrators should be particularly careful regarding private information. The University does not endorse social media as a secure means of communication for business transactions or matters involving personal information. Account administrators must ensure that activity on social media platforms is in compliance with state and federal law, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA), all University policies and/or handbooks, and other applicable policies or regulations, such as NCAA regulations.

Photo Releases

Administrators are responsible for ensuring that releases are acquired when necessary for photos and videos of individuals posted online. Copies of signed releases must be provided to University Public Relations. Photo/video release guidelines and approved release templates are available from University Public Relations.

Compliance with Terms of Service

Administrators are responsible for compliance with the Terms of Service for any social media platform. Terms of Service change regularly and administrators should stay apprised of changes. Accounts not in compliance with Terms of Service are subject to suspension or deletion without notice.

Media Contacts

Only authorized representatives of the University working in conjunction with University Public Relations are permitted to respond to media inquiries. Any member of the media should be referred directly to University Public Relations as directed in the Central State University Public Relations Protocol Manual. In the event of a University crisis, account managers will refrain from posting and defer to institutional-level accounts to release official information and comment on the official position of the University as determined by the President.

Product Endorsements Prohibited

Product endorsements or the promotion of any product on behalf of any person or entity other than the University is strictly prohibited in any University-affiliated accounts. The only exception to this is legal sponsorship/partnership agreements authorized in writing by the University's General Counsel.

Compliance with University Policy and Local, State, and Federal Law

Account administrators are responsible for understanding the University's policies governing

employee and student conduct and ensuring that all online content is in compliance with these policies. Ultimately, account administrators are responsible for the content that is posted and will be held accountable when inappropriate content is posted. The posting of inappropriate content that constitutes or encourages illegal activity; infringes upon someone's rights; contains nudity or obscenities; directs physical threats, including reference to use of illegal or unauthorized weapons; discriminatory remarks or harassment; and/or that constitutes any other unlawful conduct will not be tolerated and may subject employees and students to disciplinary action, up to and including suspension, expulsion, or termination of employment.

Compliance with the Policy

If a University-affiliated account is not in compliance with this policy, the primary administrator will be notified by University Public Relations and will be responsible for rectifying any and all issues in a timely fashion. Continuing or recurring violations will result in the revocation of authorization to represent the University and use any CSU logos. The social media account will be removed and the dean, director, and/or vice president will be notified. Violations by student organizations will be reported to the Dean of Students and the Vice President of Student Affairs & Enrollment Management. Violation of this policy may subject employees and students to disciplinary action, up to and including suspension, expulsion, or termination of employment. Student organizations in violation of the policy may also be placed on probation or dissolved should this policy be violated.

Guidelines and Protocols

Guidelines and protocols in support of this policy have been created and are updated as needed in order to guide social media users, offer best practices, and answer questions that account administrators or others may have pertaining to social media. The Central State University Social Media Guidelines and Protocols are posted on the University Public Relations web page.

Questions Regarding the Policy

Contact University Public Relations for questions regarding this policy.



CENTRAL STATE UNIVERSITY SOCIAL MEDIA GUIDELINES AND PROTOCOLS FOR UNIVERSITY ACCOUNT ADMINISTRATORS AND ALL UNIVERSITY STAFF AND STUDENTS

OVERVIEW

Working for and attending Central State University is a privilege. Staff and students at CSU are held in the highest regard and are seen as leaders in our community. As leaders, we have the responsibility to portray ourselves and the campus community in a positive manner at all times. Regardless of the role that social media plays in our employees' and students' lives, it is important that Marauder Pride is honored through respectful use that enhances the reputation of our University, including our students and staff.

Facebook, Twitter, Instagram, Snapchat and other social media sites have increased in popularity globally, and are used by the majority of students, staff, and alumni here at CSU in one form or another.

University employees and students who are administrators on University authorized social media accounts, please review and follow the requirements of Policy No. 321, Social Media Policy for University Accounts.

These Guidelines and Protocols were created to offer additional information to the administrators of University social media accounts, and to serve as a resource for all University employees and students when using social media. We expect everyone who participates in social media on behalf of Central State University to understand and to follow Policy 321, Social Media Policy for University Accounts, as well as these Guidelines and Protocols. They will evolve as new technologies and tools emerge, so please check this content regularly.

Those who use social media should be aware that third parties - - including the media, faculty, future employers and alumni - - could easily access profiles and view all information. This includes all pictures, videos, comments and posters. Material that is deemed to be inappropriate found by third parties affects overall perception of the University community, including students, staff, and alumnus.

As stated in Policy 321, Social Media Policy for University Accounts, each University approved social media account will have a primary administrator who must be a current University employee, and a secondary administrator. Two administrators are required to

ensure that the site is consistently managed. Should one administrator be unavailable, the second assigned administrator will manage the site.

If your desire is to set up a social media account for your college, department, or unit, or student organization, and serve as the primary or secondary administrator, it is best practice to review any and all ideas about posts, hashtags, slogans and possible campaigns with University Public Relations.

GUIDELINES

The University is committed to fostering an educational environment that allows for freedom of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, the University will not tolerate any activity or posting on a University social media website or account that loses First Amendment protection such as any unlawful, defamatory, or obscene (as defined by Ohio and federal law) activity or posting. The University reserves the right to remove any such posting without notice and refer the poster for disciplinary action. The University also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action.

Legal and Policy Considerations

All University social media accounts must adhere to state and federal laws and regulations, and University policies. The following are some of the common legal and policy considerations when using social media.

1. *Confidential Information*. Only public information may be shared in University social media accounts. University social media accounts must not disclose sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and the National College Athletic Association (NCAA) statutes and regulations, as applicable. Any sensitive personal information or other confidential information posted or shared via University social media accounts must be removed by the account administrator as soon as possible upon discovery.
 - a. FERPA is a Federal law that protects the privacy of student education records. Those who conduct social media activities for the University must not engage in any conversations or post any information regarding student records. Some examples of student records include names, admission status, GPA, Social Security numbers, and any other information that would be covered by FERPA. If students request help, employees can direct them to a secure discussion platform, such as phone, email, or a link for more information.
 - b. HIPAA is a Federal law that protects an individual's personal health information, such as a person's past, present or future physical or mental health condition. Those who conduct social media activities for the University must not engage in any conversations or post any information regarding any individual's personal health information.
 - c. The NCAA is a national, member-led organization dedicated to the well-being and lifelong success of college athletes. The University must abide by NCAA regulations when interacting and communicating on social media platforms. Please contact the University's Athletic Department with questions about how the NCAA requirements could impact social media or other communications.

2. *Public Records and Retention.* Content posted by the University or the public on a University social media account is likely a state record and is subject to the State of Ohio Records Retention requirements, Ohio Revised Code (O.R.C.) 149.011, unless it is content duplicated from another source or transitory information of temporary usefulness. Administrators of University social media accounts are responsible for ensuring compliance with all applicable record retention requirements for content posted or shared on their accounts or sites.
3. *Copyright and Fair Use.* Intellectual property rights, federal Copyright law and University policies must be respected at all times when using social media. All University Social media sites must comply with any approved applicable University branding standards. Please review the Central State University Public Relations Protocol Manual.
 - a. User-generated content can be obtained when the owner of a photo or video shares it with a Central State University social media account via message, mentions the account's handle, uses a hashtag promoted by the account or mentions the department, group, unit or initiative represented by the account. Social media users who engage in such actions allow the University to use their content on its various social channels. Effort will be made to credit the original source when posting user-generated content.
4. *Applicable University Policies.* When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a University representative, in addition to adherence to the Social Media Policy for University Accounts, employees and students must comply with applicable University policies governing employee and student behavior, including but not limited to, non-discrimination and harassment, ethics, the student code of conduct, and campus computer and network use.

Creating Accounts and Posting

When creating a new University social media account, please follow the proper guidelines listed below:

- Be sure to share all appropriate login information with the University Public Relations Office and IT.
- Please refrain from using University logos as a profile image. We encourage accounts to use profile images that differentiate themselves with the University's official social media accounts.
- Please be sure to link centralstate.edu to your social media account.
- Please reach out to University Public Relations for approved images to use when creating an account.

Before posting, please be aware of the following guidelines:

- Photos, videos, comments or posts showing the personal use of alcohol, drugs and tobacco (e.g., no holding cups, cans, shot glasses etc.) are not permitted;
- Photos, videos, and comments of or about sexual or obscene activity (including links to websites of a pornographic nature and other inappropriate material) are not permitted;
- Promote community relations efforts;

- Pictures, videos, comments or posts that condone or endorse drug-related activity. This includes but is not limited to images that portray the personal use of illegal drugs and drug paraphernalia are not permitted;
- Use proper grammar;
- Photos, videos, comments or posts that are derogatory, demeaning or threatening toward any other individual or entity (e.g., derogatory comments regarding another institution; taunting comments aimed at a student, employee or office at another institution and derogatory comments against race, gender, national origin, or any other protected classification under the law) are not permitted;
- Photos, videos, comments or posts that depict, condone or encourage unacceptable, violent or illegal activities (e.g., hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use, etc.) are not permitted;
- Any posts deemed unsuitable for team social media accounts will be removed. If inappropriate posts continue, team accounts will be shut down;
- Information that is sensitive or personal in nature or is proprietary to Central State University, which is not public information (e.g., tentative event dates, staff meetings, travel plans/itineraries, etc.) must not be posted;
- Post at appropriate times (generally between 8 am – 11 pm);
- Avoid tagging other schools and individual accounts unless approved by Office of Public Relations; and
- Be sure to use appropriate hashtags.

Moderation

In most social media, the University is unable to pre-approve public posts to its pages or sites. The following steps should be taken to ensure the best experience for users.

- Visitor Generated Comments. Success in social media endeavors is contingent upon building an engaged community and regularly interacting with constituencies. It is the responsibility of the primary and secondary administrators of the University's social media accounts to monitor discussions and comments, providing feedback as needed and removing inappropriate comments. Inappropriate comments include but are not limited to those that constitute discrimination or harassment, expletives, advertisements, slanderous words, rumors, etc.
- Posting "House Rules". Primary and secondary administrators of University social media accounts are encouraged to take advantage of the following sample "House Rules" when the social platform allows for the posting of such guidelines. If at any time a comment is questionable, administrators should contact University Public Relations for guidance. For example:

"Thank you so much for your comments and interaction on our [INSERT SOCIAL NETWORK] page. We encourage interaction among CSU Marauders and friends around the world and on campus. Please note that we review all comments made. Comments will be removed if they are obscene, use foul language, harassing, contain illegal suggestions, or contain unauthorized commercial solicitation.

We reserve the right to terminate access to the page by repeat offenders. Please email us at [INSERT CONTACT EMAIL] with any concerns about the

content on this site. Comments made on this page are the opinions of the authors, not of CSU or the CSU Board of Trustees."

- **Managing the Account.** The following are best practices for administrators of University social media accounts:
 - Clearly state in your site's posting policy that you are unable to pre-approve content;
 - Assure users that the site is regularly monitored (and actually monitor the site) and that content violating the posting policy will be removed;
 - If a user posts a constructive criticism or a negative comment that does not violate the posting policy, do not delete it. Instead, consult University Public Relations to formulate a positive response;
 - Correct misinformation. If a user posts a false accusation or an inaccurate statement, do not delete it. Instead, consult University Public Relations to formulate a positive response providing accurate information.
 - When removing a post, leave a reminder of your policies so users will better understand why the post was removed. In some cases, you may want to reach out to the individual via direct message to provide further explanation of why the post was removed. Be sure to thank the user for following your account and encourage positive future interactions.
 - Please be aware that social media conversations and interactions take place somewhere on the Internet. Providing a forum for these conversations gives the University a chance to monitor what is being said, correct any misconceptions and provide accurate information to all users. Removing a discussion from your site does not eliminate the discussion. If you allow it to take place, users will stick around.

PARTICIPATION PROTOCOL

- Engage consistently. Post often and interact. Engagement increases loyalty and generates word of mouth. People love positive interactions with brands on social media. Even answering complaints on social media increases customer advocacy.
- Be transparent. If you're discussing a CSU-related topic, use your real name and title. Keep in mind that what you say officially represents the University and should be absolutely accurate.
- Respect student privacy. FERPA and HIPPA laws restrict discussion of CSU students, prospective students and patients on websites and in social media.
- In online social networks, the lines between public and private, personal and professional, are blurred. Be sure that content is consistent with your professional role and with the University's standards.
- Make sure your efforts to be transparent do not violate the University's privacy, confidentiality or legal guidelines for external communications. All statements must be true, accurate and not misleading. Never comment on any legal matters, litigation or parties with whom the University is in litigation without appropriate approval. Do not comment on other institutions; instead, focus on CSU.
- Do your homework, and get help. If a different person or department is better suited than you to post a reply or comment, invite that representative to participate. CSU is teeming with experts. Find them.
- Engage in conversation. Talk to your users like you would talk to people face to face in professional situations. Avoid composed, stilted and institutional language. Be friendly.

- Provide quality. Tons of sites on the Internet may highlight or report on Central State University. The best way to ensure yours is the one they turn to is to provide interesting, accurate, and up-to-date information.
- Be responsible. Participation in Central State social media is an opportunity, not a right. Treat it as seriously and professionally as you would any other aspect of your job. If you make a mistake, admit it. People will notice if earlier posts change, so if you decide to make an edit, make it clear to all users.
- Lead the discussion. Point users in the right direction, and provide them with an example of how social-networking sites operate. Show your Maurader pride.
- Respect protected material. Follow all policies and guidelines regarding the use of official Central State marks.

INFORMATION ESPECIALLY FOR OUR STUDENTS

The following are some questions and recommendations to consider whenever using social media.

1. *What are some advantages of using social media websites?*
 - **Easy information exchange.** Social media platforms allow users to converse and exchange information digitally.
 - **Ability to modify posted information.** Users of social media websites can completely change their profiles with just a few clicks.
2. *What are some disadvantages of using social media websites?*
 - **Easy access.** Anyone (including those who may intend to harm you) can find personal information through social media websites and "deep-Web" searches far more easily than in the past.
 - **Tool for procrastinating or wasting time.** Surfing social media websites can easily take up hours that could have been used for tasks such as studying or working.
 - **Electronic communication may not be as effective as verbal communication.** Electronic communication does not always carry the same meaning as verbal conversation. There are no facial expressions or vocal tone to support what is being said, and the message can easily be misinterpreted. Unlike spoken words, electronic messages sent or posted in the heat of the moment can be saved, forwarded and/or printed to prove what was said. And they generally remain on the Internet forever.
3. *The following questions are designed to help you make smart choices about your privacy settings, as well as what you decide to post on your page:*
 - Would I want someone I don't know or don't trust to show up unannounced at my class, residence hall or workplace?
 - Am I comfortable getting phone calls, emails or other forms of attention from strangers?
 - Am I posting information about myself (including photos) that would leave me vulnerable to crime?
 - Would I be comfortable if a potential or current employer, professor, parent or close friend read/saw what I posted?
 - What would my profile say about me to future roommates or neighbors? Would they form negative preconceptions about me?



CENTRAL STATE UNIVERSITY ATHLETIC DEPARTMENT MARUADER PRIDE & SOCIAL MEDIA: GUIDELINES FOR STUDENT- ATHLETES

Playing and competing for Central State University is a privilege. Student-athletes at CSU are held in the highest regard and are seen as role models in the community. As leaders you have the responsibility to portray your team, your University and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team.

Student-Athletes who are administrators on University authorized social media accounts, please review and follow the requirements of Policy No. 321, Social Media Policy for University Accounts.

These guidelines were created to offer additional information to University account administrators, and to serve as a resource for all student-athletes using their personal social media accounts to communicate with others. Regardless of the role that social media plays in a student-athlete's life, it is important that Marauder Pride is honored through respectful use that enhances the reputation of our student athletes, teams, Athletic Department, and University.

Facebook, Twitter, Instagram, Snapchat and other social media sites have increased in popularity globally, and are used by the majority of student-athletes here at CSU in one form or another. As student-athletes, you should be aware that third parties, including the media, faculty, future employers and NCAA officials, could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posts.

Inappropriate material found by third parties affects the perception of the student-athlete, the Athletic Department, and the University. This can also be detrimental to a student-athlete's future employment options, whether in professional sports or in other industries.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include photos, videos, comments, or posts that depict, present, or describe the following:

- Personal use of alcohol, drugs, and tobacco (e.g., no holding cups, cans, shot glasses etc.);
- Sexual or obscene activity (including links to websites of a pornographic nature and other inappropriate material);
- Condoning or endorsing drug-related activity. This includes but is not limited to images that portray the use of illegal drugs and drug paraphernalia;
- Unsportsmanlike, derogatory, demeaning, or threatening words or actions directed toward any other individual or entity (e.g., derogatory comments regarding another institution; taunting comments aimed at a student-athlete, coach or team at another institution and derogatory comments against race, gender, national origin, or any other protected classification under the law);

- Condoning or encouraging unacceptable, violent or illegal activities (e.g., hazing, sexual harassment/assault, gambling, discrimination, fighting, illegal drugs, unauthorized weapons; vandalism, academic dishonesty);
- Statements or conduct that violate(s) SIAC or NCAA rules (e.g., commenting publicly about a prospective student-athlete, providing information related to sports wagering activities; soliciting impermissible extra benefits); and
- Information that is sensitive or personal in nature or is proprietary to the Central State University Athletic Department or the University, which is not public information (e.g., tentative or future team schedules, student-athlete injuries and eligibility status, or travel plans/itineraries).

If a student-athlete's profile and its contents are found to be inappropriate in accordance with the above behaviors, he/she will be subject to the following penalties:

1. Written warning; and/or
2. A meeting with Director of Athletics and Head Coach; and/or
3. Penalties as determined by the athletic department, including but not limited to possible suspension from his/her athletic team.

For your own safety, please keep the following recommendations in mind as you participate in social media websites:

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- Be aware of who you add as a friend to your site or follow online – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as those of the Central State University Athletic Department and the University. Remember, always present a positive image and don't do anything to embarrass yourself, the team, your family or the University.

By signing below you affirm that you understand the Central State University Athletic Department's "Marauder Pride & Social Media: Guidelines for Student Athletes" and these protocols that you should adhere to as a student-athlete. Also, you affirm that failure to adhere to these guidelines may result in consequences that include suspension from your athletic team, and you may be subject to additional penalties imposed by the NCAA, SIAC or Central State University.

Printed Name _____

Signature _____

Date _____