

Student Social Media and Print Communications Policy and Procedures

I. Scope and Application

A. The Student Social Media and Print Communications Policy and Procedures (Policy) apply to all Johnson & Wales University (JWU) students and student organizations (including clubs or any other student group) recognized by the university and all employees and persons acting within the university's control or acting on the university's behalf who enforce or are charged with enforcing this Policy.

B. This Policy sets forth certain requirements regarding the use of Social Media (defined below) and Print Communications (defined below) by students and student organizations who use any JWU Intellectual Property (IP) (defined below).

C. This Policy does not replace the Code of Conduct of JWU, which continues to apply in full force and effect, including as applied to Social Media and Print Communications.

II. Definitions

A. JWU IP includes:

1. The "University Name," including "Johnson & Wales University," "JWU," or any variations thereof.
2. The "University Symbols" including the university crest, logo, and seal, or any variations thereof.
3. Any other university references, trademarks, trade names, and other intellectual property of the university.

B. Print Communications means all printed communications, including advertisements, brochures, chalking, flyers, handouts, papers, posters, table tents, etc. Only university-approved student organizations or those authorized by a JWU employee may distribute or post any Print Communications on campus.

C. Social Media refers to any application, electronic or online platform, or website used for exchanging or sharing information or other forms of social interaction. Social Media includes but is not limited to: audio, photograph, or video sharing; blogs; personal or professional networking sites; message boards; chat rooms; and online encyclopedias. Examples of Social Media platforms include but are not limited to: Facebook, Flickr, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Wikipedia, X (formerly known as Twitter), and YouTube.

III. Student Organization Names and Logos

A. In developing their names and logos, including colors and typefaces, student organizations must comply with the university's "Graphic Standards" Graphic and Editorial Standards < Handbook | Johnson & Wales University (jwu.edu) and must not violate any university standards.

B. Student organizations, please contact Student Engagement for any matters related to compliance with the university's "Graphic Standards" Graphic and Editorial Standards < Handbook | Johnson & Wales University (jwu.edu) as they pertain to Social Media, the University Name, the University Symbols or any other related matter (such as collateral, merchandising, or publishing).

IV. Use of JWU IP (Intellectual Property)

A. Students and student organizations who use the University Name must comply with the university's "Graphic Standards" and must not violate any university standards.

B. Students and student organizations may not use any University Symbols without the prior written approval of University Design & Editorial Services.

C. Students and student organizations who use any JWU IP must have a conspicuous disclaimer in their Social Media and Print Communications as follows: "This is not a JWU account and does not represent JWU's position or views."

V. Content Guidelines for Social Media and Print Communications

A. JWU authorizes the use of certain JWU IP to the extent set forth in this Policy in Social Media or Print Communications. Such use must

be, as determined by the university in its sole discretion, appropriate, professional, consistent with the brand and reputation of the university, and in accordance with all laws and university policies. The right is subject to revocation at any time for any reason in the university's sole discretion.

B. The Vice President of Student Affairs/Dean of Students and their designees reserves the right to require any student or student organization referencing JWU IP to modify, remove, or refrain from using anything on Social Media or in Print Communications in its sole discretion.

1. By way of example, students and student organizations are prohibited from using JWU IP in Social Media or Print Communications that contain anything abusive, discriminatory, false, harassing, illegal, immoral, misleading, threatening, unethical, vulgar, in poor taste, or any other content that in anyway could reflect poorly on the university or is deemed inappropriate in the sole discretion of the Vice President of Student Affairs/Dean of Students and their designees.
2. By way of further example, students and student organizations are prohibited from using JWU IP in Social Media or Print Communications that promotes the irresponsible use of alcohol, illegal drug use, hazing, violence, or any other conduct that violates any university policy.
3. By way of further example, students and student organizations are prohibited from using JWU IP in Social Media or Print Communications that advertises or endorses any non-JWU good or service.
4. These are only examples to help guide students and student organizations. There may be other content that cannot be associated with JWU IP.

C. Content must be accessible so those with disabilities may access it. For assistance, students should consult the following approved resources:

1. Web Content Accessibility Guidelines (WCAG) 2.0
2. W3C Techniques for WCAG 2.0
3. U.S. Office for Civil Rights Digital Accessibility Videos

D. Content must comply with intellectual property laws including but not limited to laws applicable to JWU's IP, including copyright and trademark laws. Much content cannot be reposted without express permission, including art, music, photographs, texts, videos, etc. For assistance, please contact Student Engagement.

E. Content must comply with privacy laws and respect privacy rights of adults and minors (those under 18) and should not reveal confidential or proprietary information about university students, alumni, employees, or any other parties. Never share photographs or videos of minors without written consent of parents or legal guardians. In case of any doubt, please contact Student Engagement.

VI. Social Media Security

A. Student clubs/organizations should:

1. Use reasonably complex passwords no shorter than eight characters, with a combination of lowercase letters, uppercase letters, numbers, and special characters.
2. Update passwords at the beginning of each semester and refrain from reusing the same password across multiple platforms or sharing passwords via email or other insecure means.
3. Ensure that at least two people from each student organization have the username and password for each account.

VII. Additional Requirements Applicable to Print Communications

A. Only university-approved student clubs/organizations or those authorized by a JWU employee may distribute or post any Print Communications on campus.

B. Before distributing or posting any Print Communications on campus, student organizations must obtain prior written approval from Student Engagement and adhere to the university's Posting Policy. Students must first complete the "Poster Approval/Designs/Social Media Resource Room" form on the "Involvement Network" to begin the written approval process.

C. Among other guidelines, Print Communications must:

1. Bear the name of the student organization.
2. Identify the date, time, and location of any events identified.
3. Adhere to an appropriate size, as applies to posters or other materials posted.
4. Be posted only in approved designated locations.
5. Be removed within 48 hours of the date after the event, if any, is concluded.

D. While Student Engagement assists when able to do so, student organizations are responsible for the distributing and posting their approved materials and removing such materials when appropriate or requested by the university.

E. No students or student organizations may remove Printed Communications except as otherwise permitted or required in this Policy or directed to do so by the university.

F. Student Engagement reserves the right to approve or deny approval for any Print Communications within its sole discretion.

G. If approved, Student Engagement shall add a stamp to the Print Communication at issue and may add an additional stamp for events using monies from the Student Government Association.

H. Approval may take up to two (2) business days, so please plan ahead.

VIII. Violations

A. Any violations of this Policy should be brought to the attention of the Vice President of Student Affairs/Dean of Students attention and could lead to disciplinary action, including, but are not limited to, written warnings, community service, revocation of posting and other privileges, suspension, and dismissal.