

LEBANESE AMERICAN UNIVERSITY SOCIAL MEDIA COMPLIANCE POLICY

Purpose:

The Lebanese American University (“LAU”) is strongly committed to enhancing the use of technology resources and innovation in order to improve communication and interaction both inside and outside of the LAU community. The Social Media Compliance Policy (the “Policy”) ensures that members of LAU use social media sites without compromising their personal security or the security of LAU property.

Social Media is defined as websites and applications that enable users to create and share information or to participate in social networking, through the use of applications, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, and blogs.

Social Media can be used for both personal and business purposes, however it has a significant impact on the reputation of LAU and its members. All members of the LAU community must be aware that LAU has the right to request the removal of content from an official social media account if the information on the account creates a risk or causes harm to the reputation of LAU or to a member of the LAU community.

For Personal Accounts:

If you participate in blogs and social media as an individual separate from any LAU-sponsored communication (sponsored communication includes accounts that are run on behalf of LAU), you are personally responsible for anything that you communicate. The University is not responsible for any individual activities or statements you make as a member of the public. Personal blogs and personal web content/personal social media accounts should not be hosted by LAU or on LAU systems, pursuant to LAU’s [Computer and Network policy](#).

Faculty, staff or students who participate in non-LAU-sponsored social media may disclose their affiliation with LAU; but if they do so, they should disclaim their opinions’ connection to LAU, using the below disclaimer:

“The participant is _____ [a faculty member, staff or student] at LAU. However, the views and opinions of the participant expressed herein do not necessarily state or reflect those of LAU, its members or any of its affiliates.”

Any information posted on social media not issued by the Marketing and Communication Department at LAU, including but not limited to, content, comments and opinions shall not give off the impression or indicate that they are in any way, shape or form, expressing the position or views of LAU on a particular topic or subject of discussion.

For LAU-sponsored accounts:

The University's social media sites are places where we encourage interaction and discussion between students, staff, alumni, friends, and any individual interested in LAU.

1. Before opening any social media account to use for the official business purposes of the University, you must seek written approval from your department's supervisor (chair/director/manager), as well as the Assistant Vice President of the Marketing and Communications; you must register your account with the LAU Department of Marketing & Communications by sending an email to relations@lau.edu.lb, and familiarize yourself with the social media guidelines developed by the Department of Marketing & Communications.
2. For the purpose of continuity and crisis management situations:
 - a. You must provide the LAU Department of Marketing & Communications and your immediate supervisor with the account information of all existing LAU-sponsored social media sites (username and password), and any updates on these logins.
 - b. You must maintain the security and confidentiality of all account information.
 - c. You must set up the social media coordinator in the Department of Marketing & Communications as "Administrator" of social media accounts.
3. Usage of LAU's logo and name must be properly adhered to by following the University [Identity Guidelines](#).
4. LAU social media account holders:
 - a. Shall be kept accurate and up-to-date.
 - b. Which have received any messages that are of sensitive nature, or may impact LAU's operations or reputation, should be reported to the direct supervisor of the account administrator.

- c. Shall refer any and all inquiries from media (i.e. press, television, radio, blogs) to the Department of Marketing & Communications (relations@lau.edu.lb)
- d. Shall respond in a timely manner to queries and questions, usually within 24 hours.
- e. Shall maintain the freedom of expression, opinion, speech, and only remove or hide posts that are:
 - Unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful or embarrassing to any other entity.
 - Abusive or personal attacks
 - Third-party advertisements
 - Chain letters or 'spam'
 - Of commercial or personal gain
 - Copyrighted by other parties

Failure to abide by the above, may result in immediate termination and involvement by the social media account administrator and users.

- 5. Communications on social media sites for University purposes must comply with all applicable University policies.

Contact:

For information about LAU social media platforms, please email relations@lau.edu.lb, or contact the **Marketing & Communications** at extension 1703.

Effective Date:

The foregoing Social Media Compliance Policy of the Lebanese American University was approved by the Board of Trustees on September 6 & 7, 2018 and is effective as of September 7, 2018.