



**SNU Policy: Electronic and Social Media**

**SNU Policy ID: General Information A-12**

**Policy Reviewed by: Executive Director of Administration and Communications**

**Approval Authority: Senior Vice President and CFO for Business and Finance, and COO**

**Approval Date: June 29, 2026**

**Next Review Date: June 29, 2031**

## **Electronic and Social Media Policy**

### **A. Purpose**

The rapid growth of electronic and social media is changing the way people communicate, network, conduct business, and relate to others. While electronic and social media offer many benefits, they also pose many risks. Most forums for electronic and social media are ultimately not anonymous, nor do they readily forget. The improper and inappropriate use of electronic and social media also carries significant legal risk, including potential unauthorized disclosure of the University's confidential and proprietary information, infringement on third-party intellectual property rights, and employee harassment and privacy violations. Therefore, to protect Southern Nazarene University ("the University") and its students, employees, business partners, customers, and vendors, this policy sets forth guidelines for employees regarding the use of electronic and social media.

As a Christ-centered institution, Southern Nazarene University is committed to reflecting its mission and values in all forms of communication. This policy provides guidance on how employees can personally use electronic and social media in ways that honor God, respect others, and protect the University and its community.

### **B. Electronic and social media Covered by this Policy**

Electronic and social media take many forms and are constantly evolving. This policy covers all forms of digital communication and content sharing, including but not limited to social networking platforms, blogs, forums, messaging applications, video and content-sharing platforms, email systems, and communications systems.

Examples include platforms such as LinkedIn, Facebook, Instagram, TikTok, Snapchat, X/Twitter, YouTube, Reddit, Discord, WhatsApp, and other current or emerging technologies.

### **C. Appropriate Use and Christian Conduct**



Employees are expected to use sound judgment when engaging in electronic and social media, whether during work hours or personal time. Giving careful attention to the SNU Faith Life Covenant, any electronic communication should reflect the University's commitment to integrity, respect, and Christlike character. Employees must comply with all applicable laws and regulations.

## **1. Personal Representation and Integrity**

Only designated individuals (appointed by the University President) may speak on behalf of the University.

Employees:

- Must not present themselves as official University representatives.
- Should communicate in the first person, speaking only on behalf of themselves.
- Should clearly distinguish personal views from those of the University. ● Should include a disclaimer when appropriate, such as:
  - "The views expressed are my own and do not reflect those of the University." ●
- Use good judgment about what you post and remember that anything you say can reflect on the University, even if you do include a disclaimer.

Honesty and transparency should guide all communication. Even informal or well-intentioned posts should be carefully evaluated to avoid harm.

*"The words of the reckless pierce like swords, but the tongue of the wise brings healing. Truthful lips endure forever, but a lying tongue lasts only a moment." Proverbs 12:18-19*

## **2. Christlike Communication**

Employees are responsible for the content they share. As members of a Christian academic community, employees are called to exercise wisdom, integrity, and stewardship in all forms of communication.

Employees are expected to communicate in ways that reflect Christian values, including:

Avoiding language that is offensive, hostile, or demeaning. Refraining from gossip, slander, or harmful speculation. Engaging respectfully, even in disagreement. Always strive to speak with kindness, grace, and humility. As representatives of a Christ-centered community, employees should seek to build others up rather than tear



them down.

*"Therefore, encourage one another and build each other up, just as in fact you are doing."*

*1 Thessalonians 5:11*

### **3. Stewardship of the University's Reputation**

Employees share responsibility for protecting the integrity of the University and avoid causing harm to the reputation of the University. Online activity should positively reflect the University's mission. Employees should direct media or press inquiries to the authorized representatives designated by the University President.

### **4. Protection of Confidential Information**

As part of our Christian commitment to care for others, employees must safeguard the privacy and dignity of all individuals. Employees must not disclose confidential information, including:

- Identifiable student information or student records
- Identifiable employee or personnel information
- Financial or strategic data
- Internal communications
- Confidential or sensitive personal information
- Trade secrets and proprietary business, research, or academic information
- Donor information and fundraising strategies

This responsibility reflects both legal obligations and a commitment to trust and stewardship. Employee posts should be carefully crafted to avoid harm. Even informal or well-intentioned posts can produce unintended consequences.

Nothing in this policy is intended to, nor should it be interpreted to, in any way limit employees' rights protected by any applicable federal, state, or local laws.

### **5. Responsible Use of Time and Resources**

Employees should limit social media use during work hours and ensure it does not interfere with job responsibilities or the effective use of University resources.



The University's computers, networks, and communications systems are intended primarily for business purposes. Each user is responsible for using these resources and systems in a productive, ethical, and lawful manner.

## **6. Authorized University Communications**

Employees designated to post on behalf of the University must ensure that the content is truthful and accurate, and mission-aligned and respectful. The content must be consistent with University branding expectations and compliant with all copyright and legal requirements. Errors may not only reflect poorly on the University but could also result in legal liability.

Employees designated to post on behalf of the University must comply with all applicable platform terms of use and must respect third-party intellectual property rights, including copyrights and trademarks. To protect yourself and the University against liability for copyright or trademark infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately.

## **7. Accountability and Content Review**

All contents of the University's IT resources and communications systems are the property of the University. Therefore, employees should have no expectation of privacy whatsoever in any message, file, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind or form of information or communications transmitted to, received or printed from, or stored or recorded on the University's electronic information and communications systems.

Employees are expressly advised that, to prevent misuse and maintain the security and integrity of its systems, the University reserves the right to monitor, intercept, and review, without further notice, every employee's activities using the University's IT resources and communications systems, including but not limited to email (both outgoing and incoming), telephone conversations and voicemail recordings, instant messages, and internet and social media postings and activities. By acknowledging this policy and by using the University's IT resources and communications systems, employees consent to such monitoring.

The University may request the removal or revision of content that conflicts with this policy, the University's mission or legal requirements. Content on University-owned platforms may be removed without notice.



Employees should not use the University's IT resources and communications systems for any matter that they desire to be kept private or confidential from the University.

#### **D. Reporting Concerns**

Employees are encouraged to report concerns or potential violations to a supervisor or appropriate University representative. Addressing concerns promptly reflects our shared commitment to accountability and community care.

#### **E. Enforcement**

The University will investigate and respond promptly to reports of policy violations. If founded, violations of this policy may result in disciplinary action, up to and including termination of employment. The University may also take legal action when necessary to protect its community and mission. The University may also respond to policy violations and illegal activity by taking legal action against employees or others to protect its rights and interests.