

**Effective Date:** November 2020  
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## **SOCIAL MEDIA ACCEPTABLE USE**

NewU encourages employees to share information with co-workers and with those outside the company for the purposes of generating new ideas, and learning from the work of others. Social media provide inexpensive, informal, and timely ways to participate in an exchange of ideas and information. However, information posted on a website is available to the public and, therefore, the University has established the following guidelines for employee participation in social media.

*Note:* As used in this policy, “social media” refers to blogs, forums, and social networking sites, such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and SnapChat, among others.

### **Respect**

Employees should demonstrate respect for the dignity of the University, its Board, its students, and its Faculty. A social media site is a public place, and employees should avoid inappropriate comments. For example, employees should not divulge NewU confidential information such as trade secrets, client lists, or information restricted from disclosure by law on social media sites. Similarly, employees should not engage in harassing or discriminatory behavior that targets other employees or individuals because of their protected class status or make defamatory comments. Even if a message is posted anonymously, it may be possible to trace it back to the sender.

### **Post disclaimers**

If an employee identifies himself or herself as a NewU employee or discusses matters related to the University on a social media site, the site must include a disclaimer on the front page stating that it does not express the views of the University and that the employee is expressing only his or her personal views. For example: “The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer.” Employees must keep in mind that if they post information on a social media site that is in violation of University policy and/or federal, state, or local law, the disclaimer will not shield them from disciplinary action.

### **Competition**

Employees should not use a social media to criticize the University’s competition and should not use it to compete with the University.

### Confidentiality

Do not identify or reference University clients, customers, or vendors without express permission. Employees may write about their jobs in general but may not disclose any confidential or proprietary information. For examples of confidential information, please refer to the confidentiality policy. When in doubt, ask before publishing.

### New ideas

Please remember that new ideas related to work or the University's business belong to the University. Do not post them on a social media site without NewU's permission.

### Trademarks and copyrights

Do not use the University's trademarks on a social media site, or reproduce the University's material without first obtaining permission.

### Legal

Employees are expected to comply with all applicable laws, including but not limited to, Federal Trade Commission (FTC) guidelines, copyright, trademark, and harassment laws.

### Discipline

Violations of this policy may result in discipline up to and including immediate termination of employment.

*Note:* Nothing in this policy is meant to, nor should it be interpreted to, in any way limit your rights under any applicable federal, state, or local laws, including your rights under the National Labor Relations Act to engage in protected concerted activities with other employees to improve or discuss terms and conditions of employment, such as wages, working conditions, and benefits.

**[End]**