

Emory University Social Media Guidelines

Office of Communications and Marketing

Revised April 2023

Guiding Principles for Emory University Social Media

Open expression

As a community of scholars, Emory University is committed to an environment where open expression of ideas is valued, promoted, and encouraged. This commitment extends to social media, where the open exchange of ideas leads to progress— as well as tension.

Provided that Emory students, faculty and staff adhere to respective Emory codes of conduct and policies¹, their speech (on social media and otherwise) is protected.

The university encourages open expression on its social channels. All on-topic comments are welcome provided they contain no profanity, name-calling, or threats.

Respect

Effective, open expression of ideas requires mutual respect. Differences of opinion are inevitable (and welcome), but Emory social community members are strongly encouraged to keep their side of the conversation respectful by refraining from name-calling, profanity, or threats.

Accountability

Information shared on Emory-affiliated social channels should be accurate and honest to the best of a poster/commenter's knowledge. Incorrect information should be corrected immediately or removed.

Responsibility

When posting to an Emory-affiliated social media account or a personal account that identifies you as an Emory employee or student, remember that anything you post can reflect on the university. When you are using social media for personal purposes and might be perceived as an employee/expert at Emory, make it clear to your audience that your opinions are not those of the university.

¹ Links: General ([Sex and Gender-Based Harassment and Discrimination Policy](#), [Equal Opportunity and Discriminatory Harassment Policy](#), [Identifiable Health Information Policy](#), [HIPAA at Emory](#), [Family Education Rights and Privacy Act \(FERPA\)](#)); Students ([Office of Student Conduct](#), [Undergraduate Code of Conduct](#), [Respect for Open Expression Policy](#), [FERPA](#)); Staff ([Standards of Conduct](#), [Confidentiality](#)); and Faculty ([Faculty Handbook: Policies on Media, Communication, and Marketing](#)).

Moderation

As an institution of higher education, Emory University supports expressing ideas, debate, and community engagement. Emory encourages fans, followers, and friends on social media to share their thoughts with one another as they relate to the issues presented and to initiate or participate in civil conversations.

Emory does not endorse or take responsibility for content posted by third parties, referred to as user generated content (UGC). This includes text input and uploaded files (video, images, audio, executables, documents). Emory has established these guidelines for the moderation of UGC on Emory-sponsored social media channels:

- If a UGC comment is positive or negative and in context to the conversation, then we will permit the content, regardless of whether it's favorable or unfavorable to Emory. But if the content is offensive, denigrating and/or out of context, we will remove the content.
- We encourage lively, thoughtful, and civil conversations and we require that participants engage in on-topic dialogue in a respectful manner that appreciates differing opinions.
- We may choose to block comments on selected pieces of Emory content.

We do not discriminate against any views in our moderation of comments, but we reserve the right to remove any comment for any reason and will delete comments that:

- include violent, obscene, profane, hateful comments;
- employ offensive or inappropriate language;
- threaten or defame any person or organization;
- include copyrighted material that requires permission to produce and distribute;
- would be considered spam;
- suggest or encourage illegal activity;
- solicit, advertise, or endorse a third-party business or service;
- solicit donations to an unrelated cause or campaign;
- are off-topic posts by a single user; and/or
- are repetitive posts copied and pasted by multiple users.