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**BAUMAN  
COLLEGE**

## **Bauman College Social Media Policy**

*(Revised October, 2018)*

Bauman College supports the use of social media<sup>1</sup> by its community members as a way to facilitate communication. Social media tools, uses, and challenges are continually evolving, and Bauman College routinely monitors strategies and best practices for using these forms of media.

Bauman College does not allow the launch of social media groups or pages to be opened in the name of Bauman College for any purposes by its community members. Any social media groups and/or pages created with the official Bauman College name will be requested to be removed and/or reported to the social media company as an unauthorized use of intellectual property.

Any existing unofficial social media groups started before July 2015 are set to private mode and no longer accept incoming member requests.

### **Posting Content in Social Media Groups**

All policies, procedures, and guidelines regarding college trademarks, names, and symbols apply to social networking sites. Bauman College does not prescreen posted content, but it shall have the right to remove, in its sole discretion, any content that it considers to violate this policy. Bauman College does not endorse or take responsibility for content posted by third parties.

### **When posting content on a social media page or group, consider the following:**

- Use good judgment about content and respect privacy laws. Do not include confidential information about Bauman College, its staff, or its students. Do not post photos of minors unless with written consent from their primary caregiver.
- You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Representation of your personal opinions as being endorsed by Bauman College or any of its organizations is strictly prohibited. You may not use the Bauman College name to promote any opinion, product, cause, or political candidate.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that

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<sup>1</sup> **Social media** are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

you will not knowingly provide misleading or false information, and that you hold Bauman College harmless for any claims resulting from the content.

- Language that is illegal, obscene, defamatory, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, threatening, harassing, abusive, hateful, embarrassing to any person or entity, or otherwise injurious or objectionable is unacceptable and will be removed by Bauman College.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- Bauman College will not tolerate content that infringes on proprietary information or that is defamatory, pornographic, harassing, libelous, or inhospitable to a reasonable work environment.
- Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations.

Bauman College encourages the use of social media. For answers to your questions, please reach out to:

Bauman College Alumni Relations  
800-987-7530 | [alumni@baumancollege.org](mailto:alumni@baumancollege.org)