

61.99.99.W1.99 Social Media Guidelines



Approved March 31, 2023

Procedure Summary

West Texas A&M University aspires to excellence in all its endeavors. The purpose of the University social media pages is to promote WT and inform prospective students, current students, alumni, staff, faculty, and friends about WT.

Procedure

1. While visitors may not generate their own posts on University social media pages, WT welcomes input via direct message and comments on posts. All viewpoints are welcome, and comments will not be removed based on the viewpoints expressed, provided the comments otherwise comply with this policy. However, West Texas A&M University may review and remove comments based on the following criteria.
2. Comments must be directly related to the topic of the originated post from the page or may be removed. The following are examples of comments that are not directly related to the Posts:

Post: Congratulations to the WT spring graduating class!

Comment: Canyon has the best Barbeque!

Post: The Campus will be closed tomorrow because of snow and ice on the roads.

Comment: The baseball team is doing great this year!

Post: Fall class registration will have new priority deadlines this year.

Comment: I can't wait for Spring Break!

2.1 Comments in any of the below categories may be removed:

- Encourage illegal activity.
- Violate the intellectual property rights of any other party, such as copyright or trademark infringement.

- Compromise the safety or security of West Texas A&M University community members, the public or public systems.
- Contain obscenities.
- Contain sexually or racially harassing content that is severe, pervasive, and objectively offensive.
- Present a grave and imminent threat.
- Incite imminent lawless action.
- Contain fighting words or true threats.
- Be fraudulent.
- Defame.
- Promote a business or commercial transaction.
- Promote a candidate campaigning for election.

2.2 West Texas A&M University also may remove "spam" or comments generated or appear to have been generated by "social bots" (i.e., content posted by automated software, or "bots").

3. NOTE: Social media pages are not owned and operated by West Texas A&M University. Social media companies may apply their own policies to remove comments, and West Texas A&M University does not control or direct social media companies application of its own community standards. Social media users are responsible for understanding policies of social media companies.
4. West Texas A&M University is not responsible for, and neither endorses nor opposes, comments placed on the University social media sites by its visitors. Comments, username, and any information placed on the WT social media pages are the personal responsibility of the person posting.
5. For an official source of information about West Texas A&M University, please visit our website at www.wtamu.edu.

Related Statutes, Policies, or Requirements

The Texas A&M University System [Social Media](#)

The Texas A&M University System [Public Notification for Social Media](#)

The Texas A&M University System [Social Media Employee Use and Engagement Guidelines](#)

Meta [Terms and Policies](#)

Linkedin [User Agreement](#)

Twitter [Rules](#)

Definitions

None

Appendix

None

Revision History

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