

SOCIAL MEDIA POSTINGS POLICY

I. Scope & Purpose

This policy outlines the circumstances in which a social media account representing a Cooper Union entity or group may be created and maintained on platforms including but not limited to Instagram, Facebook, X (formerly known as Twitter), LinkedIn, TikTok, Snapchat, and Bluesky.

This policy applies to all official accounts that represent The Cooper Union for the Advancement of Science and Art (“The Cooper Union” or “College”), both new and existing. This policy does not apply to personal accounts, however, community members are reminded that behavior on personal accounts that violates the Student Code of Conduct or Employee Handbook remains subject to disciplinary action. Employees may not use College titles, logos, or other institutional identifiers in ways that could reasonably be interpreted as official College communications; and community members may not communicate opinions on behalf of The Cooper Union unless explicitly authorized to do so.

II. Definitions

Official Account: Any social media profile created to represent a College school, faculty, department, academic program or administrative office. The College will maintain a list of official accounts on its website.

Unofficial Account: Any social media or digital profile, page, or record not authorized, managed, or verified by The Cooper Union. This includes: profiles for Joint Activities Committee (“JAC”)-approved student clubs and organizations that, while recognized by the College, are student-managed and do not speak for the institution. Individual profiles maintained by students, faculty, or staff for personal use. Unregistered groups, alumni groups, or other community-led pages that are not subject to institutional oversight.

Account Administrator: The designated individual responsible for the daily management, content creation, and monitoring of an Official Account.

Sponsoring Authority: The Dean or Vice President who oversees the department or group requesting the account.

III. Policy Statement & Procedures

The Cooper Union supports the free exchange of ideas and the promotion of campus events through social media postings. This policy is intended to ensure that The Cooper Union has a well-maintained and respectful social media presence by providing Cooper Union community members direction for professional and personal communication on social media as it relates to

referencing or representing The Cooper Union. In no case shall any social media posting or campus event promote threats, discrimination, harassment or hate speech, as defined by applicable law and Cooper Union policy.

Official Accounts are considered to be sponsored by the College; therefore, the creation of such accounts requires approval from the Dean or Vice President of the area requesting the new account, or in the case of a student-related account, the Dean of Students in consultation with the Office of Communications.

The Cooper Union Office of Communications is charged with developing and managing the institution's social media strategy, which includes running the institutional accounts on Instagram, Facebook, X, and LinkedIn and overseeing all accounts that represent the institution.

A. Account Approval & Registration

To ensure a strategic and cohesive digital presence, applicants must submit a Social Media Request to the Office of Communications that includes: Name of the primary and secondary administrators (at least one must be a permanent employee), statement of purpose and target audience, proposed username and platform, and a content calendar outline proving the account can be maintained year-round. Upon consultation with the Office of Communications, the appropriate Dean, Vice President, or the Dean of Students (for student-led groups) may approve an account and register it with the Office of Communications. Upon creation, the registration must be updated to include the finalized screenname, the recovery account information, and the registered institutional email address.

B. Content of Posts

In accordance with federal law and institutional values, all postings and account activity must adhere to the following:

- **Prohibited Content:** Postings may not promote or endorse threats, discrimination, harassment, hate speech, or illegal activities.
- **Neutrality:** Official accounts may not endorse political candidates, parties, or commercial partners that could jeopardize the College's non-profit status.
- **Privacy (FERPA/HIPAA):** No sensitive student data or private health information may be shared without written consent.
- **Crisis Protocol:** During a major campus emergency or disaster situation, all Official Accounts must cease regular posting and only share/re-post information disseminated by the Office of Communications or Campus Safety.

C. Administrative Procedures & Best Practices

1. Account profiles should clearly state their affiliation (e.g., "Official Instagram of the Cooper Union [Department Name]").
2. Each Official Account must have a designated Account Administrator who serves as the publisher of all content. By accepting the role of Administrator, the individual agrees to the following responsibilities:
 - a. Final Approval Authority: The Administrator is the sole approver for all content posted to the account. They are responsible for reviewing every post, image, caption, and story to ensure it complies with College policies before it goes live.
 - b. The Account Administrator is held professionally or disciplinarily accountable for any content posted on the account, regardless of whether they personally created the post or a student/contributor did.
 - c. For any guest posts or student-contributed content, the Administrator must be informed of: (i) The identity of the creator, (ii) the nature/source of the media (to ensure no copyright or privacy violations), and (iii) the scheduled date and time of the post.
3. Administrators must monitor the comments and engagement on their posts to ensure the thread remains a respectful environment and to remove any prohibited content (as defined in Section B of this policy) in a timely manner.
4. Upon an Account Administrator's separation from The Cooper Union, credentials must be updated and shared with the Office of Communications and Sponsoring Authority immediately.

IV. Enforcement

Any member of The Cooper Union community may report what they feel may be an inappropriate posting to the Dean of Students, a School Dean or the Office of Communications (communications@cooper.edu).

1. The College reserves the right to remove any post that violates the law or this policy without prior notice.
2. Failure to maintain an account (e.g., dormant for >6 months) or repeated policy violations will result in the Official Account status being revoked and a request for the account to be deleted. Individuals who feel content was unjustly removed may request the Sponsoring Authority review the decision.
3. Failure to comply with this policy may result in removal of posting privileges and may lead to disciplinary action in accordance with applicable College policies and procedures.

4. Nothing in this policy shall be interpreted to limit the College's rights to take appropriate action to protect its legal interests, reputation, and compliance obligations.

V. Related Policies, Law and References (if applicable)

Posting on social media must not violate any applicable laws or regulations, including but not limited to cyber-stalking, intellectual property infringement, defamation or libel; or any institutional policies, including, but not limited to the Posting Policy, Website Governance Policy, Cooper Union Non-Discrimination and Harassment in the Workplace Policy, the Policy Upholding Human Rights and Title IX Protections, the Cooper Union Non-Discrimination Statement, the Cooper Union Student Code of Conduct, or the Acceptable Use Policy.