

# Simpson University Social Media Agreement

(Rev. 12/4/13)

By signing this document, you agree that:

Simpson University is the sole owner of profiles, access information (usernames and passwords), content, and followers on any Simpson University branded social media space (Twitter, Facebook, Pinterest, YouTube, etc.).

If part of your job responsibilities include maintaining a Simpson University social media site, you will provide administrative account access for the channel to the Simpson University Website Administrator. You will use strong passwords (see [strongpasswordgenerator.com](http://strongpasswordgenerator.com)) and share the password(s) with the Website Administrator (any time they are created or changed) if a single sign-on is required. If multiple users may sign on, you will assign admin rights (permanently) to the Website Administrator. We will not ask you for your personal e-mail password or request access to your personal social media accounts.

Upon relinquishing your position or leaving the university, you forfeit the right to all access and/or followers and e-mail contacts acquired via (and connected to) the social channel. Furthermore, you agree NOT to provide account access to any third party outside of the university or share contacts or other information attained through Simpson University branded web channels.

If you are asked to maintain and update a Simpson University social media site, you will keep your unrelated, personal beliefs, ideals, and opinions off the site while you are logged in as an administrator of that site. New Simpson University social media sites will be created primarily for the purpose of drawing new students into the university or maintaining contact with current students and/or alumni and are NOT to be used for the promotion of personal agendas. You will be in charge of creating and posting content that is engaging and upholds the university's mission, vision and values. You will be a "voice of the university."

You will interact with the social media public in a professional, positive and Christ-like manner. You need to be aware of and follow Family Education Rights and Privacy Act (FERPA) laws. You cannot force anyone to participate in your social media site (through pictures, discussions, etc.) and maintaining the privacy of the students/followers is paramount (Senate Bill No. 1349). You cannot give out a student's or social media member's personal information for any reason. Violators will face legal and administrative consequences.

Please note that this contract only applies to Simpson University commissioned web channels and NOT your personal social media accounts or sites. You agree to use your university provided e-mail address to manage your Simpson related social channels whenever possible and NOT for personal related spaces and communication. Certain web channels will require creation of a new e-mail address and initial site configuration and official naming schemes based on university brand guidelines.

If your application is approved, the Website Administrator will contact you with information on how to create or get access to your requested web channel.

*Please Read:*

<http://simpsonu.edu/privacy>

<http://simpsonu.edu/socialmediapolicy>

<http://simpsonu.edu/socialmediaagreement>

<http://simpsonu.edu/mission>

<http://simpsonu.edu/marketing>

<http://simpsonu.edu/brand>

**If you agree to the above, please sign, date and return to the university Website Administrator:**

Department: \_\_\_\_\_

Staff Admin: \_\_\_\_\_

Staff Email: \_\_\_\_\_

Student Admin: \_\_\_\_\_

Student Email: \_\_\_\_\_

Student Admin: \_\_\_\_\_

Student Email: \_\_\_\_\_

Media Space & Name: (Example: Facebook: facebook.com/simpsonu, OR Instagram: @simpsonuniversity)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature: (STAFF) \_\_\_\_\_

Date: \_\_\_\_\_

Signature: (STUDENT) \_\_\_\_\_

Date: \_\_\_\_\_

Signature: (STUDENT) \_\_\_\_\_

Date: \_\_\_\_\_

**(ACCESS INFO—NEXT PAGE)**

## Social Media Account Records



### FACEBOOK

- Have you friended Satchmo Squatch? (<https://www.facebook.com/satchmos>) ( ) YES
- Have you added Satchmo as an admin on your account? ( ) YES
- URL: <http://facebook.com/>\_\_\_\_\_



### TWITTER

- Username / Password:



### INSTAGRAM

- Username / Password:



### VINE

- Username / Password:



### \*YOUTUBE

- URL: <http://youtube.com/>\_\_\_\_\_
- Admin's E-mail Address:

### OTHER:

- Site: \_\_\_\_\_
- Username: \_\_\_\_\_
- Password: \_\_\_\_\_

### OTHER:

- Site: \_\_\_\_\_
- Username: \_\_\_\_\_
- Password: \_\_\_\_\_

### OTHER:

- Site: \_\_\_\_\_
- Username: \_\_\_\_\_
- Password: \_\_\_\_\_

\*If YouTube channel, please go through IT to set up the account/page, then supply us with the info requested.