Social Media Guidelines

Oregon Institute of Technology ("Oregon Tech") is committed to transparency and honesty in all of its advertising messages and promotional communications with audiences. The Oregon Tech social media guidelines reinforces existing policies around regulatory compliance, copyright and fair use, and proprietary information. Social media is no different from any other official communications platform.

These guidelines were created by the Oregon Tech Marketing and Communication ("MARCOM") Office and apply to all Oregon Tech employees, faculty, students, speakers, writers, bloggers, and any other individual or entity engaged in promotional activities on behalf of Oregon Tech.

Protecting confidential information

Oregon Tech strives to protect the confidential or proprietary information about Oregon Tech, its students, its alumni and employees in accord with university policies and federal requirements, such as FERPA and HIPPA.

Respecting copyrights

The University will provide proper credit for other's work and obtain appropriate permissions to share private copy or work.

Obeying terms of service on specific platforms

All providers of social media have specific terms of service on their websites. Know and refer to the social media provider's content rules for clarification if necessary.

Official Oregon Tech Social Media

Oregon Tech maintains the primary university social media accounts below.

Facebook	www.facebook.com/OregonTech
Twitter	https://twitter.com/OregonTech
Instagram	www.instagram.com/oregontech
Flickr	www.flickr.com/photos/oregontech
YouTube	www.youtube.com/user/OregonInstituteTech
LinkedIn	www.linkedin.com/company/oregon-institute-of-technology
Google+	https://plus.google.com/+OitEdu

University Use Guidelines Regarding Photographs and Videos

PRESS AND MEDIA GUIDELINES

The media, including but not limited to reporters, bloggers, interviewers, photographers, filmmakers, and videographers are not permitted in private residential areas without formal approval from the Director of Housing and Residence Life or the Public Information Representative. In addition to external entities, the media includes all student operated or created media. Private residential areas include corridors or areas with student rooms or restrooms.

Reporting, interviewing, blogging, photographing, filming, or creating a video for a news purpose in common spaces may be allowed with advance permission. Media access to common spaces may be granted on a case-by-case basis at the sole discretion of the Oregon Tech Marketing & Communication office, upon receipt and review of a written request. Oregon Tech will issue press passes that must be conspicuously displayed by any members of the media granted access to common areas. Members of the media must obtain written consent of participating students before engaging media activity.

Images of students should not be published without authorization of the students who are recognizable in the image. Anyone on the premises engaged in media activity without a press pass will be asked to leave. Oregon Tech Campus Safety personnel will enforce this if necessary. Failure to comply may result in sanctions, including denial of future requests for access to common areas.

UNIVERSITY PHOTOS

The Office of Marketing & Communication at Oregon Tech frequently photographs or videotapes classroom sessions, activities, and events that students, faculty, and staff participate in. These photos are used for various purposes including print and digital media, social media posting, and archives. While we encourage that the photographer or supplier of such images obtains a signed model release authorization form, we understand that this is not always possible given the size of some events and activities, such as commencement. The Marketing and Communication Department requests that a model release form is at least attempted for any subjects seen predominantly in the forefront of images. We also encourage that any subjects who have privacy concerns take proper measures to locate and request that images of them not be distributed if they are concerned a photograph or video has been taken by university employees.

Anyone with privacy concerns is also encouraged to contact the Marketing and Communication Department individually and we will take extra precaution to sort out images that we believe may feature said individual.

If an employee of the university will be taking photographs or video of small or medium-sized events, a simple statement made to everyone at the beginning can be the first step to gain permission of use. Explain that it may be used for print and media and encourage those with privacy concerns to excuse themselves from the photo or video. Then ask everyone to sign the form before leaving the event. This ensures that some circumspection has been attempted.

Activities such as Commencement Ceremonies are photographed by a professional photographer for personal purchase and by a member of the Marketing and Communication Department for use in publications and on social media. Due to the size of these events, authorization forms are not obtained and it is expected that individuals who do not want to be featured will connect with the photographer or contact the Marketing and Communication Department immediately.

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PUBLIC DOMAIN PHOTOS

When you publish content or information using the Public setting on social media, you are allowing everyone, including people outside of social media, to access and use that information.

Oregon Tech occasionally uses images in public domain to promote the social atmosphere of the university. Images are located on public accounts that are shared on Facebook, Twitter, and Instagram. The images tend to feature @OregonTech or #OregonTech, which is how the university discovers them. Precautions are taken to contact the original poster and gain permission to use these images and videos in university domain.

Please see below for segments of popular social media Rights and Responsibilities.

FACEBOOK

According to Facebook's Statement of Rights and Responsibilities, any image posted with the Public setting carries the implicit acknowledgment that said photo is available for access and use by anyone -- including entities not on Facebook. By posting your pictures and videos, you grant Facebook "a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any [IP] content that you post on or in connection with Facebook ("IP License")."

TWITTER

"Most of the information you provide us is information you are asking us to make public. This includes not only the messages you Tweet and the metadata provided with Tweets, such as when you Tweeted, but also the lists you create, the people you follow, the Tweets you mark as favorites or Retweet, and many other bits of information that result from your use of the Services."

"Our Services broadly and instantly disseminate your public information to a wide range of users, customers, and services. For instance, your public user profile information and public Tweets are immediately delivered via SMS and our APIs to our partners and other third parties, including search engines, developers, and publishers that integrate Twitter content into their services, and institutions such as universities and public health agencies that analyze the information for trends and insights. When you share information or content like photos, videos, and links via the Services, you should think carefully about what you are making public."

INSTAGRAM

"Instagram does not claim ownership of any Content that you post on or through the Service. Instead, you hereby grant to Instagram a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the Content that you post on or through the Service, subject to the Service's Privacy Policy, available here http://instagram.com/legal/privacy/, including but not limited to sections 3 ("Sharing of Your Information"), 4 ("How We Store Your Information"), and 5 ("Your Choices About Your Information"). You can choose who can view your Content and activities, including your photos, as described in the Privacy Policy."

"Any information or content that you voluntarily disclose for posting to the Service, such as User Content, becomes available to the public, as controlled by any applicable privacy settings that you set. To change your privacy settings on the Service, please change your profile setting. Once you have shared User Content or made it public, that User Content may be re-shared by others."

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