

# Policy on Freedom of Expression

Which includes the Policies on Time, Place, Manner; Protest; Posting and Social Media

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**This policy is effective on August 27, 2024.**

**Questions about this policy should be directed to the Vice President for Enrollment Management and Campus Life at [stuaff@drew.edu](mailto:stuaff@drew.edu).**

## Drew University's Statement on Inquiry and Expression

Freedom of inquiry and expression are central to the mission of Drew University. The ability to speak freely, debate vigorously, and engage deeply with differing viewpoints is essential to the University's mission of student learning, scholarly production, and the dissemination of knowledge as we prepare students to flourish in a complex world. As constituents of the academic community, one shall be free individually and collectively to express their views on issues, while simultaneously acknowledging that this privilege comes with obligations consistent with the law and our mutual responsibilities for civil discourse.

Academic Freedom, as defined in the Drew University Faculty Personnel Policy, means that the University is committed to the objective, reasoned, and fair study of all issues and questions even when the discourse leads to disagreement, intellectual discomfort, and controversy. We understand that open inquiry might lead us to encounter opinions, ideals, and forms of expression that we, individually or collectively, find offensive, misguided, or wrong. It is not the University's role to shield individuals from ideas and opinions that are different from their own or that they may find disagreeable or offensive. We embrace the guiding principle that the remedy for inquiry and expression that some may find hurtful or offensive is not suppression, but more inquiry and discourse. While committed to the principles of open inquiry and academic freedom, the University will follow internal communication policies and may choose to rebuke ideas, language, and forms of expression that do not align with our mission and vision or that are proven to not be factual.

While free to voice objections and to protest, all members of the Drew community shall be responsible for helping to maintain an atmosphere in which objective and rational study can continue. To respect the dignity of others with whom we disagree and to demonstrate concern for their growth and development means that we take care to consider both what we say and how we say it, recognizing the impact of our expression and actions on others.

Freedom of inquiry and expression are not without limits, and the University may intercede when inquiry or expression is directly incompatible with the safety of the community or the functioning of the University, or which violates the law or University policies. To ensure that the University can carry on with its ordinary activities and functions, the University retains the right and ability to place restrictions on the time, place, and manner of inquiry and expression.

### Access to University Facilities

Drew University grants access to its campus primarily to current matriculated students, faculty, staff, their families and invited guests registered through the appropriate processes, and individuals and groups who have rented space through Auxiliary Services. Access to certain facilities, events and/or activities may have further limitations and are outlined in other policies (e.g., the Guest Policy). The University restricts solicitation, sales, fundraising, distribution of literature, proselytizing and any similar activities not directly related to the University's educational mission. The University reserves the right to deny access to its facilities and/or campus to any individual or group and may subject them to appropriate legal action.

## Definitions

### **Academic Freedom**

As stated in the Drew University Faculty Personnel Policy, all members of the Faculty, irrespective of tenure are entitled to academic freedom as defined in the *1940 Statement of Principles on Academic Freedom and Tenure*, with 1970 interpretive comments, formulated by the Association of American Colleges and the American Association of University Professors. (This can be found by clicking [this link](#).) In the classroom and in their research, faculty members are free to pursue their subjects and to state and publish the truth as they see it. The faculty member bears correlative responsibilities to the subject matter, to students, to colleagues, to the institution, and to the wider community. These responsibilities require of the faculty member personal integrity, respect for reason and evidence, and commitment to a community of free inquiry. Faculty members share the freedom of speech and action common to all citizens, but they have the responsibility to make clear that when they speak and act as private citizens, they are not representatives of their profession or their institution.

### **Defamation**

New Jersey defines defamation as a deliberate or negligent, substantially false statement made to a third-party.

### **Discrimination**

Unwelcome conduct or action based on a person's protected class status that may adversely and unreasonably interfere with their education or work and that is sufficiently severe, pervasive, or offensive.

### **Discriminatory Harassment**

Verbal or physical conduct that demeans or shows hostility, or aversion, toward an individual or group because of their protected class status. Harassing conduct consists of a range of behaviors that a reasonable person would consider so offensive, severe, persistent, or pervasive as to interfere with a person's ability to participate in educational or work activities or programs. It can include epithets, slurs, jokes, negative stereotyping or threatening, intimidating, or hostile acts that relate to a person's protected class status. Harassment can be communicated through spoken words, physical actions, written or graphic material, or electronic or social media.

### **Fighting words**

Fighting words, as defined by the United States Supreme Court, are words which "by their very utterance, inflict injury or tend to incite an immediate breach of peace." In evaluating fighting words, there is often a review of whether these words would draw a person into a fight.

### **Hate speech**

The term "hate speech" is not defined by law, and the First Amendment makes no general exception for offensive, repugnant, or hateful expression. However, there are common exceptions which include, but are not limited to, incitement to imminent lawless action, creating a "hostile

environment,” true threats to bodily harm, or causing immediate breach of peace through the use of “fighting words.”

### **Hostile Environment Harassment**

Hostile environment harassment can result from verbal or written communications, including attempts at humor or derogatory comments directed at an individual or group, based on protected class status, as well as comments made via phone, text message, e-mail, electronic posting or other electronic media. It includes communications that continue after a request to stop, and/or are unwelcome, and which unreasonably interfere with a student’s or employee’s ability to benefit from or participate equally in the University’s programs or work. The more severe the conduct, however, the less need there is to show a repetitive series of incidents.

### **Invasion of Privacy**

Invasion of privacy involves the infringement upon an individual's protected right to privacy through a variety of intrusive or unwanted actions. Such invasions of privacy can range from physical encroachments onto private property to the wrongful disclosure of confidential information or images.

### **Protected Class**

A group of people with a common characteristic who are protected by federal, state, and local laws from discrimination and harassment, based on that characteristic. The New Jersey Law Against Discrimination prohibits discrimination and bias-based harassment based on actual or perceived: race or color; religion or creed; national origin, nationality, or ancestry; sex, pregnancy, or breastfeeding; sexual orientation; gender identity or expression; disability; marital status or domestic partnership/civil union status; liability for military service; in housing: familial status and source of lawful income used for rental or mortgage payments; in employment: age, atypical hereditary cellular or blood trait, genetic information, the refusal to submit to a genetic test or make available to an employer the results of a genetic test. For any complaint alleging sexual harassment or sexual misconduct, the University’s prohibitions against sexual misconduct, sexual harassment, and retaliation are detailed in the University’s [Sexual Misconduct Policy](#).

### **Policy on Time, Place, and Manner Restrictions For Expression on Campus**

Commonly, inquiry and expression occur through invited speakers, performances, demonstrations, postings of statements, petitions and/or advertisements, protest or other public demonstration. While the University retains the right and ability to place restrictions on the time, place, and manner of such inquiry and expression, it does routinely permit these occurrences so long as they are peaceful, non-obstructive and respectful of Drew's policies and the rights of other students, faculty, staff, and University guests. Typically, these activities are open to Drew community members only. Individuals and organizations who are not members of the University community are not permitted to be involved in protest/demonstrations or other public expression on University property unless they are invited by a recognized student organization, academic department, administrative or other office and approved through the applicable University process, outlined below.

No action may endanger the safety or security of individual members or the general University community, infringe upon the rights of members of the community, obstruct access to University facilities or spaces, damage property, establish encampments or erect structures, disrupt normal University operations, or otherwise violate applicable laws or University policies. Most University policies include the procedures to be followed when a violation occurs.

### **General Statement on Planning and Approval**

Planning for all University events must be coordinated through the appropriate process. When planning for a speaker, performance, protest, or other public demonstration on property owned or controlled by the University, employees must work through their appropriate Dean's or Vice President's office. Students should contact the office of the Dean of Student Life (973-408-3460) for information, guidance, and authorization for the event to occur.

### **Media on Campus**

The Communications Department should be informed immediately of all media inquiries including requests for interviews, statements, or campus access. They can be reached via email at [communications@drew.edu](mailto:communications@drew.edu). Any media presence on campus requires prior approval from the Vice President for Communications and Strategic Initiatives. The VP serves as the only official spokesperson for the University and conveys the official University position on issues of general University-wide impact or significance or situations that are of a particularly controversial or sensitive nature.

### **Speaker, Performance, or Event**

Once a speaker, performance, or event is officially approved, the sponsor is responsible for:

- Securing any contract or other agreement in accordance with University policy, which authorizes only a limited number of University employees to sign a contract. Students are not authorized to enter into agreements or contracts on behalf of the University;
- Identifying an appropriate campus venue for the event;
- Employees should coordinate with Auxiliary Services to reserve the space, along with any additional venue services necessary (i.e., security, parking, event set-up, catering, Media Resource Center services, signage, etc.), while Student Clubs and Organizations should work with Student Engagement to coordinate event logistics;
- Assisting the University in assessing potential for disruptive behavior or protests, including any known online activity that has been associated with the presenter or topic (e.g., automated or other outreach from non-profit or other interest groups);
- If there are needs for security or other safety measures, the sponsoring organization will be responsible for all associated costs;
- Informing the speakers or performers of the event logistics, confirming all aspects of the arrangements, including if the event is open to the public, or solely an event for the Drew community;
- Informing the speakers or performers of the University's commitment to inquiry and expression and the potential for a presentation of alternative views, silent protests and/or similar responses;
- Responding to contacts (calls, emails, etc.) concerning an event, speaker, or performer before and after an event in a timely and responsible fashion.

Failure to meet any of these responsibilities may result in the cancellation of the event and/or the sponsor losing the ability to invite outside speakers and performers for a defined period of time.

While audience members may have the opportunity to protest, commonly through non-obtrusive and/or non-blocking signage, taping of the mouth, etc., the University does not allow for heckling, standing and blocking other's view of the speaker/stage, attempts to deplatform, shout-down, take over a microphone or stage, or other ways an individual or crowd may seek to disrupt, interfere, silence, or censor a presenter or event. For this reason, those planning to protest an event should follow the campus demonstration policy below.

## **Campus Demonstration**

As a private educational institution, our mission includes the ability for our students and employees to be actively engaged citizens in issues of the current day. We also hold that our role is to educate and assist members of our community in expressing their voice. While the University maintains its ability to control the time, place, and manner for all activities, it does allow for demonstrations and protests to occur. To assist all in the community, we have established the following general guidelines:

- An [application](#) must be submitted to the Dean of Student Life's office for review and approval **at least five business days before** a protest or demonstration is expected to occur. For students, the Dean of Student Life will serve as the primary point of contact and coordinator for the University services, acting as a liaison with appropriate campus and external officials, as necessary. Should employees complete the form, the Dean of Student Life will forward the request to the appropriate University official. On occasion, the Dean of Student Life may review a request for an expedited approval process for time-sensitive issues.
- No protest or other public demonstration shall occur on University property without prior authorization from the Dean of Student Life or that person's designee. This includes, but is not limited to, any public meeting, gathering, or activity to express views, counter-protest, silent protest at an event, disagreement, or support regarding a given subject such as a march, parade, protest, or picketing.
- Disruptive conduct to University operations is not allowable. These include, but are not limited to:
  - Interfering with or disrupting University operations, activities, and/or events, including the rights and activities of other students, faculty, staff, and/or University guests;
  - Preventing access to or egress from offices, buildings, or other University property in accordance with applicable laws, regulations, and University policy;
  - Occupying buildings, spaces, and/or sit-ins are not permitted. In general, a protest or other public demonstration inside a University building, by its very nature, would be disruptive to the occupants of the building. Similarly, unauthorized entry into University facilities or of the assigned personal space of other students, faculty, employees, and/or University guests is not permitted;
  - Erecting temporary or semi-permanent structures, tents, or establishing encampments is not permitted;
  - The actual promotion of, or the threat of, physical harm to persons;
  - Damaging University or another's property;

- Surpassing the building and/or reasonable outdoor site capacities as determined by the University and/or Borough of Madison code;
  - Exceeding noise levels that go beyond Borough regulations or which become disruptive to non-participating community members. Participants may be asked to adjust activities and/or reduce noise level based on community or local request.
- No protest or other public demonstration will be permitted to occur overnight on University property.
- All spoken programs, chants, and the like must be in line with University policy. If conducted by a student club or organization, these should be reviewed and approved by faculty advisors and/or subject matter experts and based upon facts that are from sources of integrity. They should not include hate speech and/or call for violence. When an attendee chooses to share their own personal experience, their comments should not include hate speech or fighting words.
- The University reserves the right to designate the time, manner, and appropriate areas for protests or other public demonstrations on University property. For this purpose, the University has designated the Ehinger Center, and the grounds around it, as the standard location for any protests or other public demonstrations.
- Disruptive conduct on University property is prohibited, and violators will be subject to disciplinary action up to and including immediate interim suspension, pending hearing and/or expulsion from the University in accordance with the procedures set forth in the Student Code of Conduct or the appropriate employee policy.
- The directives of University officials, or those of supporting agencies, must be followed at all times.
- Participation in a protest or other public demonstration is restricted to members of the University community. Individuals who are not members of the University community and who have not received prior approval to be on campus at the request of a sponsoring unit will be instructed to leave campus and are subject to criminal charges.
- Participation in activities that lead to violating University policies may result in interim and permanent sanctions through the designated University processes.
- Staff will be assigned to an event to assist in policy enforcement and for participant safety. Should a participant feel as if their rights are being violated or that another person (e.g., passerby, counterprotestor, etc.) is a possible threat, they should report their concerns to the assigned staff immediately. Should a University official observe disruptive conduct, staff members will address the situation with the event sponsors in an attempt to deter the conduct. Should a policy violation or actual or perceived threat occur, staff members are authorized to terminate the event prior to its previously approved end time.
- Organizers must share the agreed-to regulations with attendees. Those participants must be aware that the University will take all measures necessary to prevent disruption of University functions, restore order as needed, and protect the rights of the members of the University community. They should also be aware that while not always, individual actions may impact the hosting organization or persons. Specifically for student leaders of clubs and organizations, more information is outlined in the Club Manual.
- In addition, attendees must be notified that they:
  - Must have their Drew ID cards present;

- Must comply with the responsibilities outlined in University policies, including the Student Handbook (Daniel's Dictionary), employee handbook(s), and other published policies;
- Must comply with the directions of University officials and/or local and state officials, including directions to leave a facility or space;
- Should not create a threat of physical harm to persons or damage to University property or invade the personal or professional space of other students, faculty, staff, and/or University guests.
- Should a violation of policies or agreed to practices occur, the University reserves the right to:
  - Relocate, suspend, or end the event;
  - Impose disciplinary penalties and/or impose sanctions, including being barred from campus, which may significantly impact current students and/or employees, former students, and others;
  - Initiate civil and/or criminal processes;
  - Revoke the privilege for future demonstration or protest for a specified period of time.

The University recognizes that individuals or groups may be opposed to certain acts of public expression. Disagreement with different opinions is normal and acceptable, yet this disagreement at the time of a speaker, event, demonstration, or protest should not impede on the speaker's rights to speak or the audience's right to hear.

The University encourages an environment of open dialogue, discussion, and learning. Should an individual or group wish to counterprotest or share alternative views, opinions, beliefs, etc, they must do so in accordance with the time, place, and manner restrictions outlined in this Policy. In some instances, the University administration may determine it necessary to offer a perspective that counters or differs from an approved event, speech, or performance that runs counter to the mission and values of Drew University.

### **Posting Policy for Printed and/or Written Materials**

University departments, employees, students, and student organizations are permitted to publicly distribute or post written materials in accordance with this Policy. Recognizing the environmental and financial impact of printed postings, all are encouraged to use the University's electronic posting methods and limit their number of printed items. Questions or concerns about advertised events should be directed to the sponsoring organization or department, as well as to the appropriate Academic Dean or the Dean of Student Life. Drew generally defines a "poster" or "flyer" as any form of print publicity, with no regard to size, shape, or content, that is displayed in a public area.

Individuals and organizations not affiliated with or approved by the University are not permitted to publicly distribute or post written materials on campus or in any building controlled and operated by the University. A common exception to this restriction is if the materials are collaborative partners with, or for events that are co-sponsored by, University departments, employees, students, and student organizations. Those entities not affiliated with Drew University should obtain approval from the following offices prior to posting in the facilities:

- In Residence Halls: Office of Residence Life, 973.408.3394 or [reslife@drew.edu](mailto:reslife@drew.edu)
- For Employment, Jobs, Internships, etc.: Center for Career Development, 973.408.3710



- For Academic Assistance Services (Tutoring, Note-Taking, etc.): Center for Academic Excellence, 973.408.3617 or [cae@drew.edu](mailto:cae@drew.edu)
- For Placement in the Library: Emily LaJeunesse, the Head of Public Services, [elajeunesse@drew.edu](mailto:elajeunesse@drew.edu)
- All other locations: Dean of Student Life, 973.408.3924 or [stuaff@drew.edu](mailto:stuaff@drew.edu)

Good judgment should be exercised when distributing or posting information, whether written or when using images. Profanity, vulgarity, and/or other offensive language and images not conducive to the educational environment or unrelated to the topic of the event should not be included on postings. Content should not be such that it may be perceived as harassing or demeaning to a specific group of individuals or depict any activity that is or could be perceived to be dangerous or illegal.

When distributing materials or posting, it is important to identify and use reliable sources with integrity. When citing facts, differentiating factual information from opinions should be clear and easily identifiable. Student Clubs and Organizations should align their postings and written materials with their mission, goals, objectives, and University category classification.

The posting of campaign signs is prohibited on campus, except when the signs are posted by students in one's own residence hall room or if signage are temporarily posted in public spaces for a University recognized or approved event.

#### Acceptable Posting Locations & Guidelines:

- Bulletin boards only may be used for all marketing inside buildings. Use thumb tacks, staples, and/or tape to place posters and flyers on bulletin boards. The use of any other type of adhesive and/or anchoring device is not permitted under any circumstances;
- Materials can be placed on the interior door of bathroom stalls;
- Only one poster or flyer regarding any one event is allowed on each bulletin board.
- A limited number of posters or flyers regarding an event or topic may be placed in a location. For example, only one posting per corridor, lounge, stairwell, bulletin board, etc. Should additional quantities be desired, a request to the appropriate University official should occur.
- Posters and flyers may not be placed on top of any existing materials.
- The posting organization, department, or individual is responsible for removing all posters and flyers within 48 hours of the conclusion of the publicized event.

Posters and flyers are not permitted in the following locations at any time:

- Building doors
- Residence Hall doors and windows that are public facing
- Bathroom partitions (with the exception of the interior/back of a bathroom stall) and mirrors
- Windows
- Walls or hallways, unless special approval is given. Common exceptions often include:
  - Wayfinding
  - Residence Life themes on residential floors
  - Environmental signage
- Light or electrical fixtures, including outdoor light poles
- Trees and/or other forms of University landscape (i.e., rocks, etc.)

- Fire alarm boxes and emergency equipment
- On top of campus signs, traffic signs, and directories
- Trash and recycling receptacles
- Interiors of elevators
- Cars parked on campus
- No postings may be placed on exterior walls or external to a building without authorization from the appropriate Dean **and** the Director of Facilities Services.

Writing with chalk on campus paths and roads is only allowed for approved events in locations that may be cleaned by natural sources (rain). No chalking is permitted on buildings, stairs, walls, and areas under breezeways. If rain does not remove the chalked announcement, it must be manually removed with water by the advertisers 48 hours after the event.

All students, faculty, and staff may remove posters or flyers from campus when the publicized event has already occurred. If you believe a poster/flyer is violating policy, you should file a report on the LiveSafe app, and be sure to include the specific location (e.g., “Ehinger Center front door by the commuter lounge”) as well as taking a photo of the posting and the location.

Routinely exempted from these guidelines include:

- Any communication as part of a response to an emergency situation;
- Any communication related to a full or partial campus or building closure;
- Any communication in response to an issue impacting a particular building;
- Any communication as approved by the appropriate University Cabinet official.

Best Practices for Creating Informative Posters:

- Plan the advertisement design and message as you begin planning the event;
- Work with Student Activities to utilize the University Canva account which is preloaded with approved University logos and brands and other easy designs that attract people;
- Ensure that the day, time, and location are easily found and highlighted;
- Incorporate the same image and poster used in print form in online and campus calendar locations;
- Ensure it is clear who the invited audience is, e.g., All students; Club Members only, etc.;
- Be wary of provocative advertising, as content and information that is clear and concise will make the message stand out;
- Make sure that the font is easy to read and that the color choices do not make important information feel lost;
- Know the size of the poster you are looking to print and ensure that the images and text expand or contract appropriately;
- When facts are mentioned, they should include cited sources;
- Proofread and ask others to review so that they clearly understand the desired message.

While guided by this policy, the University reserves the right to disallow or remove postings at its discretion. Generally, this may occur, but is not limited to, when postings or materials:

- Violate law or University policy;
- Promote or incite behavior that may violate law or University policy;
- Constitute a demonstrable threat or harassment;

- Defame an individual or organization;
- Consist of obscene images, photos, or representations;
- Unreasonably invade individual privacy;
- Contain unapproved commercial advertisements or violations of another's copyright or trademarks;
- Disrupt the normal operations of the University or a portion of the University;
- Violates the University Branding or Design standards found on the [Communications site](#);
- Are posted outside allowed locations.

### *Unique Situations*

Banners and items larger than 11×17 must be approved by the Office of Student Engagement prior to posting. The approval process for extra large sized advertisements requires at least 48 hours for approval and assistance in placement, once the item is received by Student Engagement.

Large items to be posted around campus that will require additional assistance from the Facilities Department must be requested no less than 10 business days prior to the requested installation.

Individuals or student groups interested in setting up signage, art, or similar displays on the lawn or grassy areas of campus must request permission from the Dean of Student Life no less than 10 business days prior to the event. Some factors in decision making will include, but are not limited to, ordering and printing of the signs, a new or alternative schedule for lawn care, concern about litter, line of sight concerns, etc.

### **Posting Policy for Online Materials**

University departments, employees, students, and student organizations are permitted to publicly distribute or post online materials in accordance with this Policy. Questions or concerns about advertised events should be directed to the sponsoring organization or department, as well as to the appropriate Academic Dean, the Dean of Student Life, and/or the Communications Department.

Social media sites like Facebook, X, Instagram, YouTube, TikTok, and LinkedIn are valuable tools for communicating with the University's many constituencies, including current, former, and prospective students and their families. While the University supports this decentralized, informal approach to communications, it also recognizes the impact these sites can have, both positively and negatively, on the overall perception of the University.

Drew Communications maintains University-level accounts on several social media platforms, and many individual schools, departments, and offices also have official accounts.

If your department, club, or organization is thinking of creating a social media account, you should obtain approval from the appropriate office (most commonly the Academic Dean, Dean of Student Life, and/or the Office of Student Engagement) and contact the Drew University Communications Department at [communications@drew.edu](mailto:communications@drew.edu) for assistance and suggestions.

For the purpose of this Policy, the following roles and responsibilities have been defined:

- All social media accounts using Drew University in the account name are to be administered by internal members - registered students or current, active employees - of the Drew community.
- School, Department, Program, or Athletic Team Accounts:
  - At least two employees should be listed as administrators and/or have access to login information at all times. Usernames and passwords must be shared with Drew's Communications Department.
  - Should a Drew employee, who is an administrator of an account, leave the University for any reason, or no longer wish to be an account administrator, it is that individual's supervisor's responsibility to designate another Drew employee to be an account administrator prior to removing themselves from that role. If two employees are not available to serve as account administrators, a member of the Communications Department will serve in that capacity. If there are any problems identifying a new administrator, please contact the Communications Department at [communications@drew.edu](mailto:communications@drew.edu).
  - Drew employees identified as account administrators are responsible for managing and monitoring content and comments/questions on their accounts. Administrators are responsible for removing any content or comments that may be in violation of University policies, including threats and hate speech.
- Student Club/Organization Accounts
  - For any student club/organization, at least one faculty advisor must be listed as an administrator and have access to login information at all times. In addition to a faculty advisor, at least two club members and a Student Engagement staff member should have password access to the social media account. Only @drew.edu club email addresses—not personal or individual addresses, Drew or otherwise—should be used on these accounts for recovery purposes.

All account administrators, including faculty advisors and students, are responsible for the maintenance of any such account and the adherence to the best practices and guidelines outlined below. Any violations will be handled in accordance with Drew University policies and/or Daniel's Dictionary.

#### Content

- In the account bio, note that the content of the account does not reflect the opinion of the University.
- Use good judgment about content: respect privacy laws, Family Educational Rights and Privacy, and the University's Policy on Freedom of Expression and the [Policy on Discrimination and Harassment](#).
- Do not include confidential information about the University, its employees, its students, or its alum.
- You may not post any content that is 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 the University or any of its organizations is strictly prohibited.

- You may not use the Drew name to promote any opinion, product, cause, or political candidate.
- Do not post personal opinions, and if you think it necessary highlight that “This is my personal/club opinion and not necessarily that of the University.”
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations and/or provide a link to the original material, if applicable. Violating copyright laws is both illegal and may result in personal damages to the organization and their account administrators.
- Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations.

#### Best Practices in Social Media

- Be authentic, timely, and unique in your postings.
- Be true to your organization, club, or department. For example, if you are a social organization, athletic/sports club, etc., then you should refrain from activist and political posts.
- All members of the club/organization leadership and their advisor should be involved in the decision to post content when it is on the club account.
- Use visuals whenever possible.
- Note: Do not feature children under the age of 18 without expressed permission by a parent or guardian.
- Exercise common sense in any online activity realizing that anyone can access, view, and screenshot what you have posted.
- Evaluate the sources, accuracy, and truth of your posting before making it public. If you find out something you have posted is untrue after you post it, retract and correct it as quickly as possible.
- Engage with your audience. Respond to comments and questions as quickly as possible.
- Avoid online confrontations and conflicts. Feel free to respectfully disagree with a position, but please do not attack as this reflects poorly on both the individual and the University.
- Encourage open conversation. Listen to people and respond to as many comments as possible with constructive feedback. Allow negative comments (delete the spam) and respond, if necessary, rather than censor.
- Encourage the sharing of ideas. Answer any questions specifically and directly. However, if comments or conversations become disrespectful, personal, directed at another commenter, or otherwise harmful, deleting comments or turning comments off for a particular post is suggested.
- Be consistent. Do not start a social media effort unless you have the dedicated time and resources to maintain new content on a regular basis. New content on a weekly basis is suggested.
- Respect the opinions and privacy of your students and colleagues.
- Before starting a social media campaign, research other organizations on social media networks for ideas.
- Report any harassment activity through the process of the specific platform, as well as to the Communications Department, and screenshot the behavior.

## *Personal Social Media*

While this policy does not intend to establish rules and regulations for personal social media accounts of employees or students, all should know that there are occasions when the University does receive complaints about social media posts on individual accounts. While the University does not actively monitor individual accounts of employees or students, should a report be filed with the University, the University will evaluate if policy violations may have occurred and follow processes as appropriate.

All are encouraged to be mindful of their presence on social media. Should you have your affiliation with Drew listed on your social media account, make sure it is clear to viewers of posts that you are expressing personal opinions and not representing your role, positions, or the University. You may even choose to have a disclaimer such as, "The views, opinions, and information expressed on this account are mine alone, and not representative of Drew University". Employees and students are not permitted to use official Drew brands and logos on their personal accounts.

There are times when campus experts from the faculty and staff are quoted in the press, professional journals, articles, etc. If you are asked to participate in this way, you are encouraged to follow the standards established by the Communications Department for those representations.

## Resources and Reporting of Concerns

Non-compliance with this Policy and/or other related University policy(ies) may result in disciplinary action and/or sanctions by the University. Often, these are from the Offices of the Provost, Campus Life and Student Affairs, and/or Human Resources.

Various University leaders are responsible for administering this policy. To report a possible violation, please complete the appropriate form found in the Student Services box on [Treehouse](#).

Any concerns or questions regarding events, postings, signs, chalking, or other distributed material which may be in violation of the Policy on Freedom of Expression should be reported to the Dean of Student Life. Reported and alleged violations of this policy will be investigated through the appropriate University process.

## Consequences of Violating This Policy

Those who violate any of these or other policies will be referred to the appropriate University process. Students or student organizations will be referred to the student conduct process for conduct adjudication, according to the process outlined in the Student Handbook (Daniel's Dictionary) or Club Manual. Employees are subject to disciplinary action outlined in the Faculty Personnel Policy and/or Employee Handbooks or other policies. Sanctions range from written reprimand to termination/expulsion and barring from campus for individuals, clubs, and/or organizations.

Former students, former employees, non-University related individuals or groups, and any others who violate University policies may be barred from campus and referred to the Madison Police Department or other law enforcement agencies. Arrests and criminal charges are separate from the University's conduct process.