

Social Media Engagement and Community Management

Social media is interactive. Part of being on social media is engaging with members of our University of Oregon community and beyond to share the stories and experiences of what it means to be a Duck. The university encourages members of our community to engage with us on social media and to be a part of telling the UO's story.

As appropriate, university and affiliated accounts may like and respond to positive comments on their account's content and engage with relevant content from active users.

Managing Community Engagement

The University of Oregon is a public institution that values the freedom of speech and a robust exchange of ideas. At times, users may share posts and make comments on our content that are concerning or may be offensive to some within our community. In these moments, the manager(s) of the account should evaluate the comment for violation of university social media guidelines and confer with the University's Office of the General Counsel to determine appropriate actions the University may take.

We value open dialogue and are committed to protecting the freedom of speech, even when comments and posts express views that are offensive, upsetting, or unpopular. As such, University and University affiliated social media accounts may not block users or delete comments based on viewpoint, even if that viewpoint can be viewed by some as offensive, racist or hateful.

Accordingly, third-party comments and posts may not be blocked, deleted or muted if the content is constitutionally protected, even if it is offensive, hateful or racist. Comments and posts also may not be blocked, deleted or muted merely because they are critical or because you or the University disagree with the sentiment or viewpoint. However, the University may take content-based actions that are constitutionally permissible, including by blocking, deleting or muting comments and posts that are:

- an incitement to imminent lawless action;
- a violation of Oregon state or federal law such as stalking or harassment;

- a threat of violence;
- a solicitation or promotion of conduct of criminal conduct;
- a solicitation or promotion of conduct that includes impeding access to university facilities or classrooms by any person legally entitled to access such classrooms or facilities;
- directed at identifiable University students or employees that a reasonable person would consider severe or pervasive enough to (1) deny the student or employee the right of equal access to educational benefits and opportunities, or (2) alter the conditions of an employee's employment by creating an abusive or hostile work environment.

The University may also block, delete or mute comments and posts that are clearly unrelated to a social media account's stated purpose. Accordingly, the following types of comments and posts may be blocked, deleted or muted.

- Comments and posts that are off-topic from or unrelated to a social media's stated purpose. An example of this is if a social media account solicits comments about student music concerts, and a comment consists of the poster's favorite soup recipe. A comment or post is not off-topic or unrelated merely because it promotes a view that is different than the view of the author of the original University post or other persons who post on the social media account.
- Comments and posts that disclose personally identifiable information, such as personal addresses or phone numbers, social security numbers or other confidential information.
- Comments or posts that includes copyrighted materials, protected trademarks, or other intellectual property that could create contributory infringement liability for the University.
- Defamatory comments or posts.
- Comments or posts that are spam, disruptively repetitive or are merely advertisements for third-party business or service.

If you have questions about the guidelines above or believe a post or comment has violated the guidelines above, please contact the [University Communications social media team](#) to consult and identify any action steps that may need to be taken.

The University of Oregon is not responsible for, and neither endorses nor opposes, comments posted on the university's accounts and content by other users. Users are personally responsible for their own comments, username, and any information they post on university and university-affiliated accounts and content.

If you have questions about managing comments on university and affiliated social media accounts, please contact the [University Communications social media team](#).

Blocking Users

In cases where users are blocked for violating the University's social media guidelines, they should not be blocked indefinitely. Users may only be blocked for a reasonable length of time.

If a user engages in particularly egregious behavior or continues to post comments in violation of our standards, contact the [University Communications social media team](#).

Appeal of Blocking, Muting, and Deletion of Social Content

Users or posters who have been blocked from interacting with University social media accounts, or whose comments or posts have been blocked, deleted or muted on a university social media account, may appeal such action by completing and submitting the [social media appeals form](https://www.wrike.com/form/eyJhY2NvdW50SWQjQjQxMjgyMSwidGFza0Zvcm1JZCI6MjQzNzUyMn0JNDkwODg3MDkzMjAxNAk1YWZhNzNmNzE2MmM3NjgzODIxY2I1YWFjNWRhMmU3NThjMWEzNTNhZTA0NGRkYWWM1NGYyYjczNzcxNDQzNzMy) (<https://www.wrike.com/form/eyJhY2NvdW50SWQjQjQxMjgyMSwidGFza0Zvcm1JZCI6MjQzNzUyMn0JNDkwODg3MDkzMjAxNAk1YWZhNzNmNzE2MmM3NjgzODIxY2I1YWFjNWRhMmU3NThjMWEzNTNhZTA0NGRkYWWM1NGYyYjczNzcxNDQzNzMy>).

All appeals must be filed within 30 days of the date on which the user or poster learns of the University action being appealed. Reviews of appeals will be completed within 30 days.

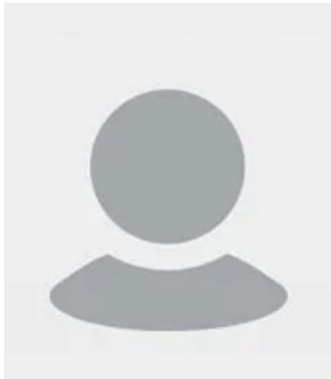
Resources for UO Employees

The UO's Office of the Provost has put together a document designed to assist university employees and the university community in general in responding to situations in which they are targeted by individuals or groups outside of the university based on the content of the employee's service, scholarship, teaching, and more. This includes engagement on social media.

Resource Document 

Academic Freedom
(<https://provost.uoregon.edu/academic-freedom>)

Questions?

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