

Juilliard

Title:	Social Media Policy
Policy Owner:	Office of Public Affairs
Contact Information:	Office of Public Affairs Room 214A Main Building (212) 799-5000, ext. 207 publicaffairs@juilliard.edu
Applies to:	All Members of the Juilliard Community (includes all faculty; staff; and students, including College, Pre-College, MAP, and Evening Division; parents; and alumni)
Effective Date:	March 1, 2018

Social media provide a broad range of opportunities for sharing information and connecting with your friends, family members and colleagues and can provide a highly effective means for creating new contacts and developing personal and professional relationships. Examples of social media currently include, but are not limited to, Facebook, LinkedIn, Instagram, Twitter, Pinterest, YouTube, Tumblr, Flickr, SnapChat, Whatsapp, blogs and message boards.

Because social media are such powerful communications tools, your conduct on social media may have a significant impact not only on your own personal and professional reputation, but also on the reputation of Juilliard. Improper conduct in the social media space may result in legal repercussions for the School and may expose you to personal liability for your actions. Be thoughtful in decisions to “friend,” “like,” “link,” “follow,” or accept a request from another person. It is important to recognize that there is the potential for misinterpretation of relationships such as faculty/student, staff/student, supervisor/subordinate and doctor/patient in social interactions. (Please refer to the Working with Minors Policy regarding any electronic communications with a minor.)

The following guidelines govern your use of the Internet and social media while at Juilliard, but do not address every possible situation. This area has experienced, and in all likelihood will continue to experience, rapid change. Always consider the possible repercussions of your actions.

General Guidelines

These general guidelines were drafted to help you understand the risks associated with using social media and provide guidance on how to protect your own reputation and the reputation of Juilliard while participating in social media. The guidelines should be applied to **all** forms of social media, whether they are Juilliard-sponsored or personal non-work related platforms.

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- ✓ **Be thoughtful about your postings and aware of potential audiences:** Keep in mind that content posted or created online may be viewed by anybody from anywhere in the world, and it can remain posted potentially forever. Even when deleted or modified, originally posted content may continue to exist online. Please use common sense and exercise good judgment when you use social media. Think twice before you post. Be truthful and accurate in your statements. Verify information with a source before posting, rather than having to correct or retract it later. If you post something in error, be open about the error and correct it quickly. If you modify an earlier posting, clearly acknowledge that you have done so.
- ✓ **Be respectful of Juilliard time and property:** Limit using social media while on Juilliard time or on Juilliard equipment, unless it is work-related. Do not use your Juilliard email address to register on social networks, blogs or other social media platforms utilized for personal use.
- ✓ **Be respectful of others:** Postings should be fair and courteous.
- ✓ **Be honest about your identity:** Never hide your identity if you post anything about Juilliard or on behalf of Juilliard. In personal posts, you may identify yourself as a Juilliard student, faculty or staff member, provided it is truthful information. However, please be clear that you are sharing your views as an individual, and not as a representative of Juilliard. For example, if you maintain a personal blog or other social media presence, consider using the following type of disclosure: “I am a student at The Juilliard School and this is my personal blog. The views and opinions expressed herein are solely my own. I do not represent or speak on behalf of Juilliard or any of its faculty or other employees, and Juilliard is not responsible for any of the content found on this blog.”
- ✓ **Protect your privacy and respect privacy of others:** Do not share your personally identifiable information or personal information of others, such as social security numbers, credit card numbers or health information, especially information about others that may be protected by the Family Educational Rights and Privacy Act (FERPA). Guidance on FERPA compliance can be found at <https://www.juilliard.edu/campus-life/registrars-office>. Do not post images, videos, or vocal recordings of other people without their consent. Posting of certain personal information about others may have legal consequences. Be aware that privacy and anonymity do not exist in the social media world. Tracking tools can trace posts back to their supposedly anonymous authors. Comments or images you post can be forwarded or copied or turn up in search engines years after you first posted them. Even deleted posts may be saved in an archival system. Once material has been posted, it is beyond your control. Do not post anything that you would not want to become public knowledge.
- ✓ **Protect your rights to content created by you:** Please remember that by posting your content on a social media platform, you may give rights to a social media provider, its

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users, and often third parties, to use, display, reproduce, modify and further distribute your content. Even after you delete posted content, these rights may still continue. Some social media providers may even stipulate in their rules and terms of use that content posted to that provider's site is owned by, and will remain the property of, that provider indefinitely once posted. Therefore, you should be careful not to post or upload any content created or owned by you that you do not want to be used or owned by others without your permission.

- ✓ **Protect Juilliard's trademarks:** Juilliard is the exclusive owner of all right, title and interest in and to the words "The Juilliard School," the trademark JUILLIARD, Juilliard branded merchandise, related logos and artwork, and any and all variations, translations or derivatives thereof. Do not use the Juilliard logo or any other Juilliard mark or image on your personal websites or web pages. You may not use the Juilliard name to promote or endorse any product, service, charitable cause or political party without **prior written approval**. It is a violation of state and federal law to use the Juilliard trademark without permission.
- ✓ **Be mindful of the intellectual property rights of others:** Do not use trademarks or logos of others in any way that may create an appearance of affiliation with, or sponsorship by the trademark owner, unless authorized to do so. Also, remember that posting, sharing or otherwise distributing copyrighted materials without express permission from the copyright owner may violate copyright laws. Please refer to the Juilliard Intellectual Property Policy for more thorough guidelines on the use of trademarks and copyrights.
- ✓ **Be aware of Juilliard policies:** Posting or emailing threats or offensive comments, or materials which would violate Juilliard's non-discrimination or sexual harassment policies will result in appropriate disciplinary action, up to and including termination of employment or dismissal from the School. It doesn't matter that the post or comment was made at home from a personal computer or after hours. You are responsible for all of your actions on the Internet, and you may be held liable for conduct such as posting defamatory, libelous, malicious or obscene content, content that violates or misappropriates the personal rights of third parties, or content protected by copyright, trademark or other laws without obtaining permission from the owner.
- ✓ **Review terms of use and privacy settings:** Carefully and, because they are continually evolving, periodically review and abide by the terms of use for any social media platforms you use. You should also periodically review your privacy settings to insure you control, as much as possible, information others can access about you.

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Prohibited Actions

- ✓ You may not post, tweet, share photos, etc. on behalf of Juilliard or otherwise speak for Juilliard in the social media space without authorization. Social media inquiries should be directed to the Communications office at extension 207 (socialmedia@juilliard.edu).
- ✓ You may not create Facebook pages, Twitter accounts, Pinterest boards or an account on any other social networking website or social media platform, on behalf of Juilliard without authorization.
- ✓ You may not establish an email account using the Juilliard name without authorization.
- ✓ You may not answer questions/tweets on social media about Juilliard or its policies, classes, products, events, performances, or admissions without authorization.
- ✓ You may not register domain names, user names, personal email addresses, Twitter handles or other names that include the Juilliard name or any of the Juilliard marks, particularly if such use of Juilliard's name or marks may create an appearance of Juilliard's affiliation with, or endorsement of a corresponding social media account or website.
- ✓ You may not use Juilliard's name or trademarks in any way that may imply Juilliard's association with your personal social media accounts, or Juilliard's endorsement of your personal views expressed on social media. If you post anything about Juilliard, or identify yourself as a Juilliard student, employee, or faculty member, make sure it is always clear that your views are personal and do not necessarily reflect the views of Juilliard or of any individual in his or her capacity as an employee or student of Juilliard or otherwise on behalf of Juilliard. It is always a good practice to speak in the first person ("I" as opposed to "we") to avoid creating an appearance that you speak on behalf of Juilliard.
- ✓ You should not speak to the media on Juilliard's behalf. All media inquiries should be directed to the Communications Department at extension 207 or publicaffairs@juilliard.edu.
- ✓ You may not post any confidential or proprietary information about Juilliard, its students, faculty members, or other employees. Juilliard's proprietary information includes Juilliard's internal strategies, financial information, internal policies or goals, or other organizational information that is not public.

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Protected Activity

Notwithstanding the foregoing, nothing in this policy shall be construed to prohibit or limit an employee's legitimate right to discuss and express personal opinions regarding the workplace, work satisfaction or dissatisfaction, wages, hours, work conditions, employee treatment, labor policies or other terms and conditions of employment with third parties, as well as each other. Rules prohibiting the communication of confidential information without exempting activity pursuant to Section 7 of the National Labor Relations Act (NLRA) are a violation of federal law. Section 7 of the NLRA grants employees the right to self-organization, to form, join, or assist labor organizations, to bargain collectively through representatives of their own choosing and to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.