# COLUMBUS STATE UNIVERSITY

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| **Policy Name:** | **Policy on Online Resource Ownership, Control, and Use** |
| **Policy Owners:** | **Executive Director of Strategic Communication + Marketing & Chief Information Officer** |
| **Responsible University Office:** | **Strategic Communication + Marketing & University Information Technology Services** |
| **Effective Date:** | **March 29, 2024[1]** |
| **Related Policies:** | **6.2 Use of Institution Names, Symbols and Trademarks; 6.3, Intellectual Property; 6.3.2.3 Copyrighted Materials; 6.3.2.5 Trademarks; 6.3.5 Trademarks; 6.22 Identification of USG Institutions; and 6.23 Institution Publications** |

## I.  PURPOSE AND SCOPE

The purpose and scope of this policy is to establish Columbus State University's ownership and control of all institutional online resources by: (1) clearly defining what constitutes an online resource, (2) by identifying the institution as exclusive owner of online resources, (3) by providing notice that content published on an institutional online resource must be approved by the institution via an established process, including but not limited to the establishment of guidelines for content creation, formatting, and compliance with other Board of Regents and institution policies, and lastly, (4) by confirming the institution's authority to remove any unauthorized content improperly published to an institution online resource.

This policy is applicable to units, departments and divisions of CSU and to employees and students acting as official representatives of the institution.

## II.  DEFINITIONS

"**Institutional Online resources**" are electronic and/or digital formats created, owned, controlled, subscribed to, or maintained by CSU for the purpose of displaying or conveying information. This includes, but is not limited to the following: university websites; web servers, intranets and extranets; social media networks and accounts; email platforms; texting platforms; automated telephone platforms; mobile and smartphone applications; and electronic displays.,

"**Online resource content**" is information that is displayed in an electronic or digital format on

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[1] This policy was implemented as an interim policy on October 1, 2022.

an institutional online resource.

"**Non-CSU online resource content**" is information created by and displayed on an online resource that is owned, maintained or subscribed to by an employee in his or her individual and/or personal capacity (e.g., personal, professional and unofficial social media accounts).

## III. POLICY STATEMENT

CSU is the exclusive owner and authority over all of its institutional online resources and shall exercise such authority and control consistent with the following guidelines, processes, and procedures:

- Ownership, control and use of online resources extends to all digital and electronic media and formats defined as an institutional online resource (e.g., networks; websites; web servers; internets; extranets; social media networks and accounts; email and texting platforms; automated telephone platforms, mobile and smartphone applications, and electronic displays) that the university creates, owns, subscribes to, maintains, or that houses University-branded assets (e.g., the institution's name, logo(s) and/or brand elements). These online resources are subject to university standards that outline the types of content that should be shared, how it should be shared, and the process of approving that content prior to its publication.

- Content published to an institutional online resource in violation of this policy AND/OR without authorization or is otherwise not in compliance with the same shall not be considered as an official statement, endorsement, condonement, or interpreted as representing the institution's viewpoint, and shall be removed promptly following discovery.  Ultimate authority for the approval or removal of content on an institutional online resource rests with the President.

- Access to and control of online content resources shall be assigned only to individuals whose formal responsibilities include the administration of such accounts. Specifically, administrative privileges for any institutional online resources may only be assigned to institution employees or outside contractors whose job duties include the administration of such accounts. Student employees shall not be granted such privileges or duties without express written permission from the employee with approval authority and without appropriate oversight procedures in place.

- Delegated responsibility to an employee or authorized contractor maintaining or publishing content to an institutional online resource shall be documented in writing so that the individual or entity) is fully aware of the expectations and responsibilities outlined in this and supporting policies.

- Suspected unauthorized content shall be immediately reported to the Chief Information Security Officer ([infosec@columbusstate.edu](mailto:infosec@columbusstate.edu))) for a review of any potential data privacy and cybersecurity concerns.

● Nothing in this policy shall be interpreted or construed to abrogate or contradict any existing USG policies identified in Section IV(C)(i), including policies relating to freedom of expression and academic freedom.

## IV. PROCEDURES/GUIDELINES TO IMPLEMENT POLICY

### A. *Use of an Institutional Online Resource*

Any person logging onto or otherwise accessing CSU computing equipment or networks is informed that the equipment and network used to log into or access these online resources are the property of CSU and are made available for authorized use in accordance with the University System of Georgia and CSU information technology and information security policies. All files and activities on these systems are subject to being audited, inspected and disclosed by authorized system administrators to fulfill administrative and/or legal obligations.

### B. *Regulation of Online Resource Content*

i.   <u>Access and security of accounts</u>: Each university unit, department, or division maintaining an online resource or creating online content must follow and adhere to established policies, procedures and guidelines that address access to and security of these online resources, securing accounts with proper security protocols, assigning responsibilities to employees and students involved in creating or deploying content, and securing access to accounts following an employee's or student's separation from the university. Unit leaders must make the transition of account access or management part of an employee's separation process to protect account integrity.

ii.   <u>Review and approval of content</u>: Review and approval of content: In addition, university units, departments, and divisions must also follow and adhere to established policies, procedures and guidelines regarding the creation of, and posting of, content on university-owned communication platforms. While posted content should be approved by appropriate university units, the university's office of Strategic Communications + Marketing is ultimately responsible for determining if content is consistent with the university messaging and standards. Content also must comply with applicable USG policy and with applicable federal and state laws.

iii.   <u>Removal of unauthorized or inappropriate content</u>: Any content created on or posted to an institutional online resource that has not been approved pursuant to the applicable unit's required review and approval process or is otherwise not in compliance with university policies shall be removed and/or retracted promptly following discovery. The authority and responsibility for removing and/or retracting such content will reside with the university's Director of Strategic Communication or approved designee in the Office of Strategic Communication + Marketing.

iv.   <u>Inappropriate online activity</u>: Consistent with university human resource policies, procedures and guidelines, employees engaged in developing, deploying or responding to content through any of the university's online resources may be subject to disciplinary action or dismissal for content not properly vetted and approved prior to sharing, for content that

misinforms the university's various online and digital audiences, or that reflects negatively on the university.

C. *Additional concerns regarding Online Content*

i. <u>Relationship to other policies and law</u>: Institutional online resources are subject to CSU and USG policies governing purpose, content, brand/brand messaging and information security. Existing USG Board of Regents policies also govern the university's role in regulating online resources and online content. These include (among others): 6.5 Freedom of Expression; 6.2 Use of Institution Names, Symbols and Trademarks; 6.3, Intellectual Property; 6.3.2.3 Copyrighted Materials; 6.3.2.5 Trademarks; 6.3.5 Trademarks; 6.9 Programs Serving Minors (as it relates to the appearance of minors in marketing materials); 6.22 Identification of USG Institutions; and 6.23 Institution Publications.

ii. Institutional online resources are also subject to federal and state laws, including but not limited to, open records, data security, trademark, copyright, intellectual property, and accessibility.

ii. ***<u>Nothing in this policy shall be interpreted or construed to abrogate or contradict any other USG policies or state or federal laws</u>***.

D. *Responsibilities for Institutional Online Resources and Content*

As the responsible university offices and owners of this policy, University Information & Technology Services (UITS) and Strategic Communication + Marketing (SC+M) have been designated by the university as the official units to manage the utilization of institutional online resources and creation of online resource content.

i. <u>Websites, web servers, intranets and extranets</u>

UITS is the official unit designed to create, implement and manage the use and utilization of the university's web domain, websites, web servers, intranets and extranets.

SC+M is the official unit designated to develop and implement strategies for the creation, branding, navigation, evaluation and accessibility to online resource content (as well as compliance with the policies and procedures outlined herein) on the university web domain, website, web servers, intranets and extranets. SC+M has been delegated the authority to directly access parts of the university's content management system (CMS) for the purpose of maintaining portions of the website without UITS' direct involvement.

ii. <u>Social media networks and accounts</u>

SC+M is the official unit designated to manage all university-level social media accounts, as well as the establishment of standards for creating, administering, maintaining and auditing university-affiliated accounts within all academic, athletic and administrative units.

iii.  Email platforms

SC+M is the official unit designated to manage the university's enterprise-level email marketing platform, with backend support from UITS. This includes providing access to authorized university users, as well as establishing standards for creating, administering and maintaining sub-accounts for use by academic, athletic and administrative units relating to content, brand compliance, accessibility compliance, evaluation and industry best practices.

The Office of Admissions and the Office of Advancement maintain autonomous email capabilities through various customer relationship management (CRM) platforms used to communicate with specific target audiences. Those CRM-based communications are expected to abide by the same standards as university-wide communications and university brand standards established by SC+M.

UITS is the official unit designated to manage and maintain the university's enterprise-level email capabilities under the purview of its network and infrastructure responsibilities.

iv.  Texting applications

UITS is the official unit designated to manage and maintain the university's enterprise-level texting platform. It also provides access to authorized university users in academic, athletic and administrative units, as well as oversees and establishes administrative rights and standards.

In addition to their access to the university's enterprise-level texting platform, various Enrollment Management units have texting capability through CRM-type advising and enrollment platforms to which the university has subscribed. Those CRM-based texting communications are expected to abide by the same standards as university-wide communications and university brand standards previously noted.

The University Police Department manages the university's enterprise-level critical incident email and texting platform, frequently with counsel from and in coordination with notifications from SC+M. Those emergency communications are expected to abide by the same standards as university-wide communications and university brand standards previously noted.

v.  Automated telephone platforms

The University Police Department manages the university's enterprise-level critical incident automated telephone platform. Those emergency telephone calls are expected to abide by the same standards as university-wide communications and university brand standards previously noted.

vi.  Mobile and smartphone applications

All mobile- or smartphone-based applications fall under the authority of UITS. Any development or renewal of CSU-affiliated apps or acquisition of third-party apps must include vetting by, the approval of and coordination with UITS and applicable legal, information security and

communication representatives.

vii.   <u>Electronic displays</u>

Electronic displays on campus are managed either on a per-building basis by the unit that fully or predominantly occupies that space, or centrally by University Support Services. Content for those must be of benefit to the broad university community and are expected to abide by the same standards as university-wide communications and university brand standards previously noted.

viii.   <u>Online library resources</u>

CSU Libraries maintains a wealth of archival material that has been digitized and stored for public consumption, as well as provides authorized users with access to digital content through subscriptions to leading industry journals, databases and research platforms. Access to and the availability of these resources are regulated by applicable trademark and copyright laws and subscription-based agreements managed by the Libraries staff.

ix.   <u>Agreements related to use of online resources</u>

Agreements or contracts for the purpose of creating, acquiring, transmitting, or subscribing to, or maintaining online resources must be in writing and follow CSU's current contract approval and routing guidelines, thereby allowing these resources to be evaluated for legal, information security, information technology and strategic marketing purposes. Once acquired, these online resources will be administered by one or more university entities.

**APPROVED**:

DocuSigned by:

*Stuart Rayfield*
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Dr. Stuart Rayfield, President

4/4/2024 | 7:56 AM EDT
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Date