

Social Media Use Policy

Revised: 2025.12.01

I. Purpose

The Universidad del Sagrado Corazón (also known as “Sagrado”) recognizes the impact of social media on how we communicate, share information, and connect with our communities. Although traditional media—such as television, email, newsletters, and advertising—remain important, social media platforms have become key and preferred channels used by diverse audiences to stay informed, interact, and participate in conversations.

This policy aims to guide the responsible and strategic use of social media accounts affiliated with Sagrado—including institutional accounts, schools, units, student organizations, and other affiliated groups—in order to:

- Reaffirm the institutional mission
- Highlight the Sagrado experience
- Showcase academic offerings, services, and initiatives
- Cultivate clear, respectful communication aligned with our values
- Promote a sense of belonging

This document outlines the responsible use of social media at Sagrado. It seeks to prevent situations such as publishing unauthorized content, misusing protected materials, or sharing sensitive information. By adopting and following these guidelines, we promote ethical and thoughtful management that protects both Sagrado and the individuals who administer its various accounts.

Given the constant evolution of the digital environment, this policy will be reviewed and adjusted as platforms, norms, and practices in the digital world evolve.

II. Applicability

This Policy applies to the entire university community, including students, faculty, administrative staff, and any individual who, for any reason, represents Sagrado.

III. Definitions

University: Refers to all academic and administrative departments, units, and governance boards, including the Academic Board, Administrative Board, and Board of Trustees.

Student Associations: Refers to all official student organizations of the University authorized and registered with the Office of Student Affairs.

Administrator: The person responsible for managing the presence of a created social media account—such as on Facebook, Instagram, or TikTok—including creating content, interacting with audiences, and analyzing metrics to optimize strategy.

Social Media: Digital platforms where users create profiles and connect with others to share information, photos, videos, and messages, forming virtual communities. These platforms allow instant communication, interaction among individuals with common interests, and broad content distribution. Examples include Facebook, Instagram, TikTok, Snapchat, X, LinkedIn, YouTube, Twitter, and WhatsApp.

Platform: The online forum, mechanism, or tool through which users participate in social media. TikTok is an example of a social media platform.

IV. Social Media at the University

The Institutional Communications unit of the Universidad del Sagrado Corazón oversees accounts under the Sagrado brand, including those belonging to schools, units, student organizations, and any accounts representing the university across platforms such as Facebook, Instagram, WhatsApp Channel, LinkedIn, TikTok, X, YouTube, among others.

Although the content of these accounts is managed directly by each group, the Institutional Communications unit has the authority to create or delete accounts, maintain access credentials, review content, and, if necessary, remove any published material that is not aligned with the mission, vision, values, or image of Sagrado. All accounts created under the Sagrado brand must be registered with the Institutional Communications unit.

This policy ensures that Sagrado's digital presence is consistent, responsible, and aligned with its mission and values, protecting the institution's integrity and reputation across all platforms.

V. General Guidelines for the University Community in the Use of Social Media

Procedure to Open a New Account

1. Send an email to **socialmedia@sagrado.edu** including:
 - the social network you wish to activate,
 - the unit,

- the purpose,
 - and the person(s) responsible for daily management.
2. The Institutional Communications unit will review the request and share the decision and next steps.
 3. Once the account is created, credentials must be shared with the Institutional Communications unit.
 4. For Facebook accounts, you must grant administrator access to the *Comunicaciones Integradas* profile.
 5. To create an additional account on another platform, the same process must be followed. Authorization is required for every new account to ensure institutional control and brand consistency.

Legal and Privacy Considerations

- Do not disclose confidential information about the University, its students, employees, or internal processes. Use good judgment when sharing content.
- Do not publish or participate in activities that may violate local, state, or federal laws.
- Personal opinions must not be presented as official positions of the University or its affiliated entities. Any content published on accounts associated with the Sagrado brand may be interpreted as an endorsement by the institution.
- The use of the University's name to promote products, causes, or political candidates is prohibited.

Content Guidelines

- All posts must be respectful and responsible.
- Content must follow the institutional narrative and align with the school or unit, as applicable.
- Content containing threatening, illegal, obscene, violent, abusive, discriminatory, defamatory, humiliating language, or content that infringes intellectual property rights is not allowed.
- Content showing or perceived as showing dangerous activities, illegal behavior (such as drug use or promotion), racist, sexist, intolerant, or degrading messages, or depictions of a person being harmed, attacked, or humiliated is prohibited.
- When posting images that include minors, written permission from parents or legal guardians must be obtained before publication.
- If any issue arises in an account linked to the Sagrado brand—whether through public comments, tagged content, or private messages—you must notify the Institutional Communications unit for guidance on next steps.

Individual Responsibility

By posting content, you affirm that:

- (a) you own or have rights to the material;
- (b) it aligns with Sagrado's mission, vision, and values;
- (c) you will not publish false or misleading information;
- (d) you indemnify and hold the University harmless from any claim resulting from the content.

Intellectual Property

- When using third-party quotes, ideas, images, videos, or materials, appropriate credit must be provided and links included when possible.
- The University prohibits posts that violate copyright laws.
- Unauthorized use of University trademarks, logos, or resources is prohibited.

Passwords and Access Control

- Administrative access to institutional accounts must be shared with the Institutional Communications unit.
- If an account administrator leaves the University, the Institutional Communications unit must be notified to ensure continuity of account management.

Compliance with Laws

- All communications must comply with the Family Educational Rights and Privacy Act (FERPA), which protects academic and personal student information.
- In matters involving health-related information, compliance with the Health Insurance Portability and Accountability Act (HIPAA) is required.

VI. Guidelines for Students / Student Organizations

- Any student, whether participating in the work-study program or representing a student organization, must request permission from the Office of Student Affairs and the Institutional Communications unit before opening an account related to the University.
- All students must follow this Policy when managing accounts associated with the Sagrado brand.

VII. Guidelines for Academic Units and Administrative Offices

- Sagrado's institutional account (@sagradoedu) on all social media platforms will have priority in announcing major institutional, academic, or student

achievements. Examples include keynote lectures, collaborative agreements, awards or recognitions for the institution or its members, symposiums, championships, and events involving the President or Provost, or institutional events.

- Students in the work-study program must not be the sole individuals responsible for managing social media accounts linked to the Sagrado brand.
- Messages and comments must be monitored regularly and responded to within 2 to 3 hours.
- All content must include mention of Sagrado in its narrative and accompanying text. Posts must also tag the official university account (@sagradoedu / @sagradopr).

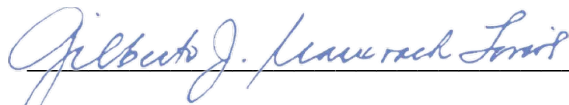
VIII. Questions About This Policy

This policy has been approved by the President of Sagrado with guidance from the Office of the General Legal Counsel. Questions about the scope and interpretation of this Policy should be directed to the Institutional Communications unit at **socialmedia@sagrado.edu**.

The Universidad del Sagrado Corazón reserves the right to interpret this policy in its administration, implementation, and enforcement. In cases of ambiguity, the University reserves the discretion to interpret the policy according to its purpose, the impact on University operations, and good faith, unless required otherwise by law.

IX. Reporting Policy Violations

Violations of this policy must be reported to the Office of Compliance, Audit and Institutional Integrity at **cumplimiento@sagrado.edu**. Any violation will be addressed in accordance with institutional policies and procedures.



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