



Social Media and Other Online Policies

The Ferris State University Student Government Association (FSUSGA) endeavors to “[maintain open channels of communication](#).” With that in mind we encourage our members to use social media as a tool to engage, inform, and inspire students, faculty/staff, and members of the Big Rapids Community.

The guidance provided here references important ethical and legal information when using social media and posting for other online entities in reference to the FSUSGA.

Utilize available graphics to reinforce the FSUSGA and furthermore University brand. Do not abuse logos and follow [graphic standards](#).

Members who maintain FSUSGA Social Media

What is considered social media?

Social media is a term used to describe online based tools that allow individuals, organizations, and companies to create, share, and or exchange information. The list of [social media outlets](#) grow everyday.

By posting anything as the FSUSGA you are no longer representing oneself but the organization and furthermore the university as a whole.

This is considered posting for a third party. By posting on applications such as social media sites, the individual is almost always releasing ownership rights to and control of that content. For this reason members are not to share any restricted-use photos to which they may have access.

Link source material at anytime you are able. This creates a sense of community with other Ferris departments while spreading the information to the student body and reduces the possibility of misinformation. It also drives more traffic to the FSUSGA social media platforms.

Also, obey the terms of use of social media platforms. These rules are constantly changing so it is the duty of the individual to stay up to date.

Respect copyright law. “Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed” ([read more](#)).

As a representation of the student body and a recognized sub-department of the university it is important that anyone using our social media platforms are aware and abide by the Rules of the Road set forth by the University. These rules are posted in the about section of the page as a guide to fans who visit the site.

Rules of the Road are as follow:

We welcome interactions with our fans. You are welcome to post questions, comments or concerns on this page. Our goal is to build a community where our fans can share content, express their ideas, share experiences and provide helpful information to each other. Please note the rules of this site below and understand that we reserve the right to remove any post that does not comply.

Be respectful to others. It is fine to voice a complaint or to disagree with another post, but please do so in a constructive and polite manner. Profanities, personal attacks, defamation or use of obscenities about any person, group, organization or belief are not acceptable and will be removed.

Check your facts. If you post something that isn't true, we will correct you and remove it. Your posts should always be relevant to Ferris State University. Do not use this site to promote any other business, political candidate or other causes.

We welcome links to other pages and/or groups associated with Ferris State University. We remove posts with links to groups that do not have a direct association to Ferris. Specifically, we will remove posts such as:

-Discounts offered to Ferris students, alumni or employees

-Promotions for non-Ferris events

-Rental housing ads

-Political, religious or activist groups that are not directly associated with Ferris

Excessive or continuously negative posts

Check to see if this is an appropriate place for your post. There might be a better venue for your post if:

-You have a job opening – these are best directed to our Career Services site

at ferris.edu/htmls/othersrv/placement/ or our Alumni Facebook page at facebook.com/FerrisAlumni.

-If you are a vendor who would like to share information about a discount for our students, faculty, staff or alumni, please visit our purchasing site

at ferris.edu/htmls/administration/purchase/

-You are a landlord. You can promote your rental opening by contacting the Torch student newspaper at fsutorch.com/

Protect your privacy. Your comments are visible to all. Never include your phone number, e-mail address or other personal information in a post. If you want individual follow-up, send a message through the site to a page administrator.

Ferris State University is not responsible for the content of any website outside of the ferris.edu domain. The inclusion of any non-Ferris link, whether by a Ferris employee or anyone posting on the site, does not imply endorsement by Ferris State University of that website.

Posts by page administrators will appear next to the official page icon. Any other comments on the site do not necessarily reflect the opinions and positions of Ferris State University. You are legally responsible for the comments you post.

Our Fans' Commitment:

By posting any comments, links or other material on Ferris-sponsored websites, you give Ferris State University the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use your submission for any purpose in any form and on any media. You also agree that you will not:

1. Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights.

2. Post material that is unlawful, profane, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by Ferris in its sole discretion
3. Post ads or solicitations of business.
4. Post the same information more than once (spam)
5. Post chain letters or pyramid schemes
6. Impersonate another person.