



Social Media Policy

The purpose of Webb Institute's ("Webb") Social Media Policy is to provide users with reasonable expectations for engagement on social media platforms and ensure optimal balance in the benefit-risk equation relative to Webb's image and reputation. Social media outlets include but are not limited to Facebook, Instagram, Twitter, LinkedIn, TikTok, Vimeo, and YouTube.

- The President, the Office of Communications and Marketing, the Office of Admissions and Student Affairs, and the Student Public Relations (PR) Representatives are the only groups permitted to post to social media on behalf of Webb Institute.
- Students, faculty, administration, and staff that are not members of the aforementioned groups are not permitted to post on Webb's behalf and cannot make alias Webb accounts.
- All users must comply with Webb's branding guidelines (see "Branding Guidelines") and all local, state, and federal laws, including the Family Educational Rights and Privacy Act (FERPA), the Federal Trade Commission Act, the Health Insurance Portability and Accountability Act (HIPAA), U.S. copyright law and the National Labor Relations Act (NLRA).
- All posted content must be honest and accurate.
- Photos, links, and articles can be sent to klin@webb.edu or kkoleda@webb.edu for approval and posting.
- Webb has the right to take down or edit material that does not fit Webb's mission and branding guidelines.
- Commenting Policy: Webb would like to maintain an open and collegial atmosphere on our social media pages. Webb reserves the right to delete/hide any posting or comment that is off-topic, offensive, or contains profanity as well as ban and/or block any users that are not complying with Webb policy.

For questions and comments, please contact:

Office of Communications and Marketing
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