INTERNAL AND EXTERNAL ELECTRONIC COMMUNICATION POLICY

Tuskegee University provides and maintains the following forms of electronic communication, messaging agents and electronic facilities: Internal and external electronic mail (e-mail), telephone voice mail, Internet access, and computer hardware and software. As a condition of providing the previously identified communications access to its employees, Tuskegee University places certain restrictions on workplace use of the same.

Use of Electronic Mail (E-mail)
Tuskegee University provides its employees and certain vendors (employee-users) with electronic mail communications. The primary purpose of the electronic mail system is to expedite necessary business communications between two or more individuals. As such, the use of electronic mail is for the University's business purposes. Use of e-mail is a privilege and may be revoked at any time. Use of e-mail constitutes acceptance of this policy.

Employee-users are expected to be knowledgeable of these and all policies of Tuskegee University. Any questions should be directed to the Chief Information Officer. Violations of this or any other policy subjects the employee-user to immediate revocation of system privileges and may result in disciplinary action, up to and including termination. Any information included in e-mail communications becomes the property of Tuskegee University and is subject to monitoring of T by Informati

Even though Tuskegee University reserves the right to retrieve and read any Voice Mail messages, those messages should still be treated as confidential by other employees and accessed only by the intended recipient. Employees are not authorized to retrieve or listen to any Voice Mail messages that are not sent to them. Any exception to this policy must receive the prior approval of Tuskegee University management.

Tuskegee University's policies against sexual or other harassment apply fully to the Voice Mail system, and any violation of those policies is grounds for discipline up to and including discharge. Therefore, no Voice Mail messages should be created, sent, or received if they contain intimidating, hostile, or offensive material concerning race, color, religion, sex, age, national origin, disability or any other classification protected by law.

The Voice Mail system may not be used to solicit for religious or political causes, commercial enterprises, outside organizations, or other non-job related solicitations.

Users should routinely delete outdated or otherwise unnecessary Voice Mails. These deletions will help keep the system running smoothly and effectively, as well as minimize maintenance costs.

Because of the storage space required for Voice Mail messages, employees should not send a Voice Mail message to a large number of recipients without prior approval from their supervisor and Campus Technology Technical Services/Telecommunications.

Employees are reminded to be courteous to other users of the system and always to conduct themselves in a professional manner. Voice Mails are sometimes misdirected or forwarded and may be heard by persons other than the intended recipient. Users should create Voice Mail communications with no less care, judgment and responsibility than they would use for letters or internal memoranda written on Tuskegee University letterhead.

Employees should also use professional and courteous greetings on their Voice Mail boxes so as to properly represent Tuskegee University to outside callers.

Any employee who discovers misuse of the Voice Mail system should immediately contact Campus Technical Services/Telecommunications.

Violations of Tuskegee University's Voice Mail policy may result in disciplinary action up to and including discharge.

Tuskegee University reserves the right to modify this policy at any time, with or without notice.

DIGITAL COMMUNICATIONS

Guidelines for Web Pages and Electronic Media
Tuskegee University provides Web resources to its departments and personnel for legitimate university business and for scholarly activity. The World Wide Web is an important tool for scholarship, communication and exchange.

University faculty, staff and registered students may create Web pages on the university website after completing the required training. These content editors must regularly review their pages to keep the content updated and accurate. Content editors also agree to only use images or content that is representative of the university. Outdated pages are subject to removal from the university website. Content editors also agree not to copy content from another university's website for use on the Tuskegee University website.

Guidelines for All Pages
The content editor, through the department head, is responsible for any communication the page may generate. The department head is responsible for the content on the department's Web pages.

All Web pages must abide by the federal copyright laws and applicable laws and university policies relating to written expression. The content of Web pages linked from the university website must be consistent with the Appropriate Use Policy and other Network Policies.

Any links listed on the pages must be educational or research-related. The university does not promote "for-profit" websites. Any page linked from the university's Web page must comply with the university's Web policies and procedures.

Official university pages represent the university and its programs. Faculty or departmental pages should not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the university. Pages should not display personal opinions or agendas.

Web pages on the university website or supported by the university network may not be used for illegal or non-university commercial purposes. Use of the university website for monetary gain or financial purposes is prohibited, unless otherwise noted by departmental duties.

Tuskegee University reserves the right to remove network access to groups or individuals who ignore university website guidelines or violate acceptable Web policies as defined. Tuskegee University also reserves the right to remove access for special problems such as pages that have become static, contain videos or images that result in the page loading too slowly, contain an excessive number of invalid links to other sites, contain degrading material or promotes the denial of service to others, generally.

Note: Existing pages on the university website which have not been updated, should conform to instructions stated in the Visual Identity and Communications Policies Manual.

Official University Web Pages
Official information that already exists on university pages (such as the university catalog, college or school bulletins, the university academic calendar, descriptions of the university, etc.) may not be duplicated. Instead, the information should just be linked to the original posting.

All official pages should follow the university's official Visual Identity and Communications Policies Manual and the Associated Press Stylebook (as appropriate) for Web pages and electronic information to maintain consistency in the use of punctuation, capitalization, titles, and the correct use of the university marks and logo. Questions should be addressed to the Office of Communications, Public Relations and Marketing.

Web Colors and Fonts
The official university website colors are (HEX) Red: #7b0707 and Gold: #f2bd2c or RGB Red:123,7,7 and Gold: 242,189, 44. All pages on the university website should be in compliance with color schemes, navigation and format as demonstrated by the university website template. The official font for university Web pages is Arial, size 10.

Logo usage
Use of the university logo or notable university images must be in accordance with defined usage policies. (See logo usage section in the Visual Identity and Communications Policies Manual.) Do not "copy and paste" the university logo or other visual identity components from any website, including the university's site. Please contact the Office of Communications, Public Relations and Marketing to receive the official logo.

Banners and Columns
The current university website template does not allow for customized banners. The main banner contains resources that should be accessible from any page. Therefore, all departmental page names or images must appear in the content area.

The main underpage template features a content area that is 675 pixels wide. The page can contain two or three columns, with the left column containing departmental buttons or a featured callout. Or the full page width may be used with buttons at the top or links within the content.

Management of Tuskegee University Web Pages
The official Tuskegee University website resides at www.tuskegee.edu. All content on the university website is accessible by anyone on the Internet, using any browser type: Internet Explorer, Safari, Firefox, Google Chrome, etc. The university website is accessible on portable hand-held devices such as cell phones and electronic tablets, as long as it has Internet access. The Office of Communications, Public Relations and Marketing handles the appearance of the main university homepage, administrative pages, and pages directly linked from the main page. The Office of Communications, Public Relations and Marketing reserves the right to monitor pages that are linked to university pages to ensure consistency for the institution.

Departmental pages should not attempt to duplicate official university information, but should link readers to the correct pages for such information. The Office of Campus Technology (Phone:

334-727-8040) manages the resources and technical issues regarding TigerWeb accounts, Blackboard, university e-mail systems, system configurations, and network services.

Tuskegee University computing and networking resources and facilities may not be used for commercial or political purposes, to commit or facilitate academic dishonesty, or to use copyright material improperly. Using the Internet makes access to public documents easier, but your work should still be your own. Always cite other references where appropriate. Remember that

Prohibitions on the Use of Tuskegee University Information Systems or Network

It is specifically prohibited to use Tuskegee University information systems or network to:

- Harass, threaten, defame, slander or intimidate any individual or group.
- Generate and/or spread intolerant or hateful material, which in the sole judgment of the University is directed against any individual or group, based on race, religion, national origin, ethnicity, age, gender, marital status, sexual orientation, veteran status, genetic makeup, or disability.
- Transmit or make accessible material, which in the sole judgment of the university is offensive, violent, pornographic, annoying or harassing, including use of Tuskegee University information systems or network to access and/or distribute obscene or sexually explicit material unrelated to University sanctioned work or bona fide scholarship.
- Generate falsely—identified messages or content, including use of forged content of any description.
- Transmit or make accessible any university password information.
- Access or attempt to access information systems and/or resources for which authority has not been explicitly granted by the system owner(s).
- Capture, decipher or record user IDs, passwords, or keystrokes.
- Manipulate or tamper with uniform resource locators (URLs).
- Intercept electronic communications of any kind.
- Probe by any means the security mechanisms of any resource on the Tuskegee University network, or on any other network through a connection to the Tuskegee University network.
- Disclose or publish the means to defeat or disable the security mechanisms of any component of the Tuskegee University information systems or network.
- Alter, degrade, damage or destroy data on the university network.
- Transmit computer viruses or malicious/destructive code of any description.
- Conduct illegal, deceptive or fraudulent activity.
- Obtain, use or retransmit copyrighted information without permission or acknowledgement of the copyright holder.
- Place bets, wagers or operate games of chance.
- Tax, overload, impede, interfere with, damage or degrade the normal functionality, performance or integrity of any device, service, or function of the Tuskegee University information systems or network, or the content, components, or resources of any other electronic system, network, service or property of another party, corporation, institution or organization.

The above list is not all-inclusive. If there is a question as to whether a specific use is appropriate or acceptable under this policy, the university's sole determination shall prevail.

Social Media Policies
The use of social media websites is increasingly common for university departments, students and employees. These communications tools have the potential to create a significant impact on

organizational and professional reputations. Tuskegee University has developed a policy to properly portray, promote and protect the institution. The following policy also provides suggestions on how to protect personal and professional reputations while using social media.

This policy requires that:
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Content Guidelines:
(a) Tuskegee University employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other university constituents apply online and in the social media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites.

(b) Use good judgment about content and respect privacy laws. Do not include confidential information about the university, its staff or its students.

(c) Post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

(d) Representation of your personal opinions as being endorsed by the university or any of its organizations is strictly prohibited. Tuskegee University's name or marks may not be used to endorse any opinion, product, private business, cause or political candidate.

(e) By posting content to any social media site, the poster represents that the poster owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. Posters also agree that they will not knowingly provide misleading or false information, and that they will indemnify and hold the university harmless for any claims resulting from the content.

(f) While Tuskegee University is committed to the protection of academic freedom, and while it does not regularly review content posted to social media sites, it shall have the right to do so, and with respect to any site maintained in the name of the university, may remove or cause the removal of any content for any lawful reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

(g) When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.

(h) Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact the Office of University Counsel.

(i) If you also maintain your own personal social media accounts, you should avoid creating confusion over whether or not the account is associated with Tuskegee University. If you identify yourself as a Tuskegee University faculty or staff member online, it should be clear that the views expressed on your site are not those of the university and you are not acting in your capacity as a Tuskegee University employee. While not a requirement, Tuskegee University employees may consider adding the following disclaimer to personal social media accounts: "While I am an

employee at Tuskegee University, comments made on this account are my own and not that of the university."

Use of Social Media Sites for the Placement of Advertising
University departments and individual employees are not authorized to enter into advertising agreements with social media sites. Any Tuskegee University unit wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies governing both the public relations considerations and the procurement and contracting considerations related to such services.

Because most, if not all, social media sites will require a "clickwrap" agreement (online contract that can be accepted by clicking "Yes" or "I accept''), university employees generally do not have the authority to place advertising without administrative approvals. Requests for approval should be directed to OCPRM. Agreements may also require legal review and approval by the purchasing department or Office of University Counsel.

Source: Staff Handbook and Visual Identity and Communications Policies Manuals