

University of Vermont Community Management Guidelines

These guidelines apply to accounts created and maintained by the university for official business purposes of the university (“Officially Recognized Accounts”) and do not govern UVM recognized student organizations’ use or the personal ownership of social media accounts by faculty, staff, students, or others.

For these guidelines, "social media" refers to interactive digital communities for online networking and commentary, including, but not limited to, Facebook, Instagram, LinkedIn, Reddit, Snapchat, Twitter, BlueSky, YouTube, and TikTok.

As technology constantly evolves, these Guidelines will be monitored and revised as necessary.

Officially Recognized Accounts

An Officially Recognized Account is any social media account run by an official university unit, office, department, administrative official, etc., in support of the business function or needs of that unit. Typically, these accounts include the names of both “University of Vermont” or “UVM” and the applicable unit.

Social media accounts that do not meet the definition of an Officially Recognized Account are not sponsored by the university, and the university is not responsible for the content they share. This includes social media accounts administered by students on behalf of recognized student organizations. Recognized student organizations that utilize social media are responsible for compliance with the Student Organization Handbook.

Community Management

At UVM, we are committed to teaching, learning, and discovery, and wish to thoughtfully engage in conversation about topics that are relevant in the world today. Social media extends traditional channels of engagement and transparency and opens a two-way conversation that can tell the University of Vermont’s story and promote university news and research. We encourage our fans and followers to post, comment, and interact with others, and expect that remarks will be on-topic and respectful of the rights and opinions of others. Comments created on platforms by other users and not by the university do not reflect the opinions or views of the University of Vermont. We strive to make our social media community reflect UVM’s [values](#) while supporting free speech protected by the First Amendment.

In its sole discretion, University of Vermont reserves the right to remove comments that:

- are off-topic
- are profane, or obscene
- encourage or support discrimination against protected classes
- are duplicate or spam

- advocate illegal activity
- are defamatory
- incite or threaten violence
- are a violation of intellectual property rights or privacy laws
- create a security or privacy risk
- seek to promote or sell products / engage in commercial solicitation
- promote political campaigns or candidates for office

Users who engage in this behavior may be blocked and prevented from engaging further with the Officially Recognized Account. Additionally, behavior or content that violates the relevant social media platform's terms of service may also be removed or reported.