



MUSEUM OF TEXAS TECH UNIVERSITY

Operating Policy

M/OP 6.4: Information Technology, General Computing, and Social Media

Date: March 18, 2013

Purpose: This policy clarifies for the staff, students, faculty, and volunteers of the Museum of Texas Tech University and its units, the Natural Science Research Laboratory and Lubbock Lake Landmark, the proper guidelines and usage of the hardware, software, and social media presence employed by the Museum of Texas Tech University.

Review: The Director of Information Services shall review this policy in odd-numbered years, or sooner as necessary, with recommendations for revision forwarded to the Director's Advisory Council.

POLICY

General Computing

All Museum material hardware is the property of Texas Tech University and the State of Texas. Before moving any hardware including, but not limited to printers, desktop computers, and copiers, the division should notify the Office of Information Services and provide the device make, model, TTU tag number, and serial number.

Normally personal use of State property is prohibited. Use of all production equipment connected to the Museum and campus network should be limited to business use. No grounds exist for an expectation of privacy related to State-owned computing and mobile devices, or the information they contain. These devices may be inspected or monitored at any time by authorized Texas Tech University personnel.

The Director of Information Services (DIS) serves as the Museum Chief Information Officer and is the designated network site coordinator for Texas Tech University network (TTUnet). Under the direction of the Museum Executive Director, the DIS oversees all computing and networking activities for the Museum of Texas Tech University and its units, including the main Museum, the Natural Science Research Laboratory, and the Lubbock Lake Landmark (herein collectively referred to as the Museum). The DIS can delegate general oversight of unit computing and networking activities to appropriate staff members within the Museum's units.

No individual may approve a licensing agreement on behalf of the Museum except the DIS. Divisions who wish to initiate a site in compliance with this policy should petition the DIS.

Social Media

This policy applies to the Museum's online publication sites and issues and is not meant to infringe upon any staff member's personal non-work-related online interactions or commentaries. Information related to Museum security, activities, or collections should be treated as confidential and is not for personal non-work-related interactions or commentaries (e.g., personal websites, blogs, or social media).

The Museum uses social media for outreach purposes with various online presences and communities. The Museum and its organizational divisions use social media to communicate with the public and enhance the public's interaction with the Museum and its collections.

Social media are those online presences (e.g., Facebook, Twitter, LinkedIn, Instagram, Pinterest, blogs) that allow users to share and upload media content such as photographs, videos, and comments to the Internet quickly and easily. Social networks are one of the fastest growing areas in modern communications technology and are an effective way to encourage two-way communication with stakeholders. As new media become available the DIS and the Executive Director will evaluate them for the compatibility with the Museum's social media goals.

Faculty, staff, students, and volunteers of the Museum must ensure the reasons for posting media content to a social networking site align with the policies of the Museum. When using the Museum's social sites, the criteria are to:

- Promote the Museum's mission;
- Reach a wider, more diverse audience;
- Educate, inform and entertain;
- Promote Museum events and exhibitions, and partner events;
- Encourage a conversation about the collections;
- Consider alternative viewpoints;
- Connect with the community in which the Museum is located.

The primary contributors to social media will be the permanent staff of the Museum. When appropriate, other contributors, under supervision by Museum permanent staff, may include volunteers, docents, student workers, the Museum audience, and Museum of Texas Tech University Association.

Social networking sites administered by the Museum staff and contributors should:

- Comply with the Museum's values, and ethical and conduct codes that apply in the work environment;
- Promote the values, ethics, and goals of the Museum of Texas Tech University;
- Educate;

- Inform;
- Contribute;
- Respect all stakeholders;
- Withhold confidential information;
- Conform with federal privacy laws such as the Family Education Rights and Privacy Act;
- Respect the privacy of colleagues and fellow employees;
- Be sure to obtain a signed release for photographs of individuals;
- Agree that content and contracts will remain the property of the Museum of Texas Tech University;
- Maintain copyright for the Museum of Texas Tech University as appropriate;
- Be sure the content they are creating follows the requirements of that media platform as a whole;
- Make criticism or judgment in a courteous manner;
- Be judicious in what is written as once media is posted, it will disseminate quickly and is nearly impossible to erase or withdraw.

Monitoring

It is the responsibility of all contributors to monitor their social media posts and to continue the conversation if someone with the Museum's social media community asks a question or comments on a post. All comments and posts should be responded to in a timely manner (generally within two business days) by the appropriate divisional staff.

Negative/Defamatory Postings

Staff members that hold administrative status to social media pages may respond to negative comments about the Museum to inform the use of any false information they may have. At their discretion, the appropriate staff of the Museum will remove all defamatory postings to the Museum's social media presence. Defamatory postings include, but are not limited to, those that may be considered: racist, sexist, threatening, insulting, unlawful, and/or threatening to another's privacy. The Office of Information Services will review periodically and at random social media presences of the Museum to ensure defamatory postings are dealt with in an appropriate manner. If deemed appropriate, the actions of the contributor may result in disciplinary personnel or legal action. If the comment was made outside Museum business hours, it will be handled the morning of the following business day.

QR Codes

Quick Response or QR codes for the Museum of Texas Tech University and museum-related sites, blogs, social sites, and other online media is the purview of the Information Services Office. QR codes for use with Museum of Texas Tech University exhibits are the purview of the Curator of Exhibits who will coordinate with the appropriate division and Information Services Office.

Copyright

All Museum faculty, staff, students, and volunteers must follow Texas Tech University policy regarding the infringement of copyrights with respect to information technology. Texas Tech University prohibits the unauthorized copying, adapting, electronic transmission, and/or use of computer software, software source code, and multimedia materials, as well as computerized and non-computerized data with appropriate consent.

Use of Texas Tech University information resources is governed by all applicable Texas Tech University operating policies, State of Texas, and U.S. federal laws concerning copyright, including provisions in works; see [University Operating Policy 30.22](#) (Guidelines for the Educational Use of Copyrighted Works). Violations are grounds for loss of privileges and/or disciplinary action, including termination. Per [University Operating Policy 52.02](#) (Infringement of Copyrights in Information Technology) violations may be reported to the appropriate local, state, and/or federal authorities.

Cloud Computing

Cloud computing (computing resources—hardware and software—that are delivered as a service over a network, usually the Internet) is a fast-growing area in modern computer technology, and it is an effective way to create collaborative and collegial communication between staff members and other Texas Tech University academic and operational elements for projects, documents, and publications. As new cloud computing capabilities become available, the DIS and the Executive Director will evaluate them for their compatibility with the Museum's information technology goals.

Public Relations Crisis Plan

If a negative or defamatory comment, or blatant misinformation is posted by a Museum staff member on any of the social media presences, the Museum will issue a statement from the Executive Director and take steps to avert a public relations crisis. Any inappropriate postings will be removed by the DIS. If the comment was made outside of Museum business hours, it will be handled the morning of the following business day.

Responses to Public Media Outlets

Museum staff does not comment to agents of public media outlets (e.g., TV, radio, newspapers) about negative, defamatory, or misinformational issues that pertain to the Museum unless authorized to do so by the Executive Director. The Executive Director normally will address public relations and media inquires regarding any negative, defamatory, or misinformational comments directed towards the Museum.

Computer and Networking Equipment

The DIS oversees all procurement of computing and networking equipment devices in cooperation with the Finance and Personnel Officer. All requests for computing and networking equipment, connectivity services (Ethernet, wireless, fiber optics, and the like), or other network-related devices or services should be submitted to the DIS for review to determine their compatibility with the TTUnet, compliance with University and Museum polices, and compatibility with the Museums internal and external networks and equipment.

Use of Personal Computing Equipment within TTUnet at the Museum

Staff, students, and volunteers may use personal computers (e.g., laptops, tablets, smartphones) with the Museum's wireless and hardwired networks. For connection to the TTUnet network, one must have a TTU eRaider ID and password. Establishment of personal networks within the Museum or any of its buildings or sites is prohibited by [University Operating Policy 52.01](#) (Information Technology Operations). Arrangements can be made for visiting scholars and professors to have temporary access to TTUnet, if requested from University IT at least two weeks (10 work days) in advance. It is the responsibility of the sponsoring staff or faculty member to make such arrangements with the DIS.

Other References

Other University operating policies pertinent to Information Technology and this policy not referenced above include:

- [University Operating Policy 52.04](#) (Information Technology Security)
- [University Operating Policy 52.05](#) (Electronic and Information Resources Accessibility)
- [University Operating Policy 52.07](#) (Website Operations)