

To: Regent Law School Student Organizations
From: Dean Van Essendelft
Date: August 12, 2022
Re: Organizational Social Media/Internet Presence

Regent University recently has implemented new requirements for student organizations related to organizational email addresses and internet presence. **Accordingly, effective immediately, law school student organizations may neither create nor maintain an internet presence other than on Regent University's official website and on Instagram.** In addition to sending announcements to Mary Bunch in the Dean's Office (marybun@regent.edu) for inclusion in the weekly email distributed to the study body, student organizations are strongly encouraged to send all announcements relating to events, speakers, membership, elections, etc. to Elisabeth Engel in the Records Office (eliseng@regent.edu) so that the announcements can be published through appropriate official university channels (such as the Regent University website or Regent Law School Facebook, LinkedIn, Twitter, Instagram, and YouTube accounts) that reach a large and diverse audience. Any announcements sent to Ms. Engel must be sent at least 48 business hours in advance of the desired date of posting. Sending information to Ms. Engel does not guarantee that your organization's announcement will be posted on law school accounts, as there are many student organizations to accommodate, and the law school also posts its own content on its accounts.

Any student organization desiring or wishing to maintain a presence on Instagram must receive the written approval of the law school administration, the university's Office of Student Activities & Leadership (OSAL), and Regent's Executive Vice President for Enrollment Services for each academic year. To receive this approval, the organization must agree to (1) appoint a member whose sole responsibility within the organization is to manage and maintain the Instagram account, post relevant material relevant to the organization, monitor content, and comport with university and law school policies and branding guidelines after being trained by university staff; (2) supply the name of the member responsible for maintaining the Instagram account, as well as the current administrative credentials to the Instagram account, to Dean Van Essendelft (kimbvan@regent.edu) no later than August 31, 2022; (3) use a Regent-supplied email address to create the account and not link the account to any Facebook profile; (4) post material relating to the organization at least once every two weeks during the academic year; (5) post only material that complies with all laws, as well as all law school and university policies, procedures, branding guidelines, and directives; (6) report any content posted by others in response to organizational posts that may be violative of any of these policies to Dean Van Essendelft; (7) post the following statement on the Instagram profile: "The information and views expressed by this organization and on this site are those of this organization and do not constitute official communication from Regent University or Regent University School of Law"; and (8) pass along administrative privileges and information each year to the incoming organizational leadership.

With the exception of an Instagram account approved by the law school administration and OSAL (or in the case of an exemption requested by the organization and granted by the law school administration), **all social media and/or other websites related to any law school student organization must be deleted by August 31, 2022.** If you are aware of previous social media accounts or websites for your organization that your organization currently lacks the credentials to delete, you must notify Dean Van Essendelft of each of those accounts and/or sites no later than August 31, 2022.

Any organization currently possessing an organization-specific regent.edu email address is entitled to keep that email address, provided that the organization is still able to access the account and agrees to appoint a designated individual to check the email address at least once a week for important correspondence. The name of the designated individual must be forwarded to Dean Van Essendelft, along with the login information for the organization's email account, no later than August 31, 2022. No additional regent.edu email addresses will be distributed to student organizations, and once an organization is no longer able to access an existing email address, the organization surrenders rights to the email address.

If your organization believes that due to its unique characteristics, there are extraordinary circumstances that require it to be exempt from one or more of the above requirements, you must send a proposal to Dean Van Essendelft no later than August 31, 2022, explaining the extraordinary circumstances in detail and describing the specific relief sought.

Remember that when an organization is given the privilege of its own internet presence that it is representing Regent University and Regent University School of Law. All content, posts, comments, and actions on these sites have the ability to affect the reputation of the university and the law school, as well as other individuals affiliated with these institutions. When developing content, use good judgment and give careful thought to what you post, knowing your content can reach anyone, may be misinterpreted, may show up outside of its original context, may be replicated quickly, and may remain public for an indeterminate amount of time. Do not delete comments simply because you disagree with the point of view expressed or because the author has reacted negatively. However, if you see comments that expose the private data of others or that contain commercial solicitations, you should delete them. If you observe comments that your organization believes are off-topic, factually erroneous/libelous, or are threatening, abusive, or obscene, or if you suspect your account has been compromised, you should contact Dean Van Essendelft immediately to determine the appropriate course of action.

No organization should post content that could raise actual or apparent conflicts of interest or jeopardize the university's non-profit tax-exempt status. Do not express political opinions or engage in political activities. Confidentiality of proprietary or protected information (operating plans, vendor communications, donor information, financial data, internal presentations and correspondence, etc.) must be maintained. Do not disclose personally identifiable information of students (health information, transcripts, grades, home addresses, social security numbers, student identification numbers, etc.). Be respectful of intellectual property rights of others; use of third-party copyrighted or trademarked material or use of a third person's likeness without permission may be illegal and may expose the university and law school to liability. Organizations are responsible for obtaining the necessary clearance for their use of intellectual property rights and a person's likeness in connection

with their communications. If you are unsure about whether potential content may implicate any of these issues, contact Dean Van Essendelft for guidance.

The law school reserves the right to remove any postings, comments, or other content that it determines to be in violation of any law or any university or law school policy, procedure, branding guidelines, or directive, or that substantially disrupts the function of the institution. Any organization found not to be in compliance with any of the requirements set forth in this document will lose the right to utilize any internet presence other than on the Regent University official website or other official university channels, and any individuals or organizations found not to be in compliance with any of these requirements may be subject to disciplinary action.