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 for compliance with all Tuskegee University policies by the Chief Information Officer and the Internal Auditor.

All electronic communications and stored information transmitted, received, or archived in the University's information system are the property of the University. The University reserves the right to access and disclose all messages sent by e-mail.

E-mail Accounts
The employee-user must first be authenticated through a Tuskegee University-assigned network username and password. The username and password is the responsibility of the individual to whom it is assigned. Any authorized use of the username and password by other individuals (i.e., family members) to gain access to the University network and Internet makes that user responsible for any and all actions of the individuals.

An electronic mail "account" is assigned to each employee-user. Any communication sent from that account is the responsibility of the employee-user assigned to the account. Employee-users are prohibited from allowing other individuals to send electronic mail from their account and may not use another account to send e-mail communications for their own purposes. Employees should not expect that electronic mail communications made through the University's system are confidential. Although an employee will be given a username and password, this does not insulate transmission from employer review.

Personal Use
As stated previously, the use of electronic mail through the University's network is primarily for business purposes. Incidental personal use of the electronic mail system is permitted. However, the personal use of e-mail should not interfere with Tuskegee University's operations, nor should

it cause any harm or embarrassment to Tuskegee University or its member-owners. Any personal use of e-mail is expected to be on the employee-user's own time and is not to interfere with the person's job responsibilities.

Proper and Ethical Use of Electronic Mail
At any time and without prior notice, Tuskegee University management reserves the right to examine e-mail, personal file directories, and other information stored on Tuskegee University's computers. This examination helps to ensure compliance with internal policies, supports the performance of internal investigations, and assists with the management of Tuskegee University information systems. As such, the Chief Information Officer or any of his/her representatives may monitor the content of electronic mail. Use of the Electronic Mail system constitutes acceptance of such monitoring.

The University reserves and intends to exercise the right to review, audit, intercept, access and disclose all messages created, received or sent over the electronic mail system for any purpose. The contents of electronic mail properly obtained for legitimate business purposes, may be disclosed within the company without the permission of the employee.

Notwithstanding the company's right to retrieve and read electronic mail messages, other employees and accesses only by the intended recipient should treat such message as confidential. Employees are not authorized to retrieve or read any e-mail messages that are not sent to them. Any exception to this policy must receive prior approval by the employer.

This policy should be read and interpreted in conjunction with all other Tuskegee University policies including but not limited to policies prohibiting harassment, discrimination, offensive conduct or inappropriate behavior. Employee-users are prohibited from using electronic mail for any unethical purposes, including but not limited to pornography, violence, gambling, racism, harassment, or any illegal activity. Employee-users are forbidden from using profanity or vulgarity when posting electronic mail.

Employee-users are also prohibited from using electronic mail through Tuskegee University systems for any other business or profit-making activities. Disclosure of any confidential information through electronic mail to any party not entitled to that information is prohibited.

Employee-users are prohibited from entering into any contracts or agreements on behalf of Tuskegee University through electronic mail. Any such contracts or agreements must be executed through normal channels and must be expressly authorized by management.
In general, employee-users should exercise the same restraint and caution in drafting and transmitting messages over the electronic mail as they would when writing a memorandum and should assume that their message will be saved and reviewed by someone other than the intended recipients.

Transmitting E-mail to "Everyone" Group, Distribution Lists and Listserv
Employee-users are prohibited from sending electronic mail to all other employee-users through the use of the "Everyone" address group unless expressly authorized by management to do so. Excessive use of this address group strains the network.

Employee-users are responsible for the content transmitted by the LISTSERV and Distribution Lists that they subscribe to. The content must conform to University proper and ethical use.

Electronic Mail through the Internet
Employee-users may be authorized to transmit or receive electronic mail to and from individuals through the Internet (outside of Tuskegee University's network). The electronic mail system shall not be used to send (upload) or receive (download) copyrighted materials, trade secrets, proprietary financial information, or similar materials without prior authorization.

Employee-users should take extreme caution when using the e-mail in this manner. All files or software should be passed through virus protection programs prior to use. Failure to detect viruses could result in corruption or damage to files and/or unauthorized entry into Tuskegee University's network. It is mandatory that you comply with copyright and trademark laws when downloading materials from the Internet. To obtain detailed information regarding the obligations and responsibilities of employee-users while communicating through the Internet please refer to Tuskegee University's Internet Use Policy.

If the employee-user finds that any damage occurred as a result of downloading software or files, the incident should be reported immediately to the Technical Services Help Desk or the Chief Information Officer.

Voice Mail Policy
Every Tuskegee employee is responsible for using the Voice Mail system properly and in accordance with this policy.

The Voice Mail system is the property of Tuskegee University. It has been provided by Tuskegee University for use in conducting company business. All communications and information transmitted by, received from, or stored in this system are company records and property of Tuskegee University. The Voice Mail system is to be used for company purposes only. Use of the Voice Mail system for personal purposes is prohibited.

Employees have no right of personal privacy in any matter stored in, created, received, or sent over the Tuskegee University Voice Mail system.

Tuskegee University, in its discretion as owner of the Voice Mail system, reserves and may exercise the right to monitor, access, retrieve, and delete any matter stored in, created, received, or sent over the Voice Mail system, for any reason without the permission of any employee and without notice.

Even if employees use a password to access the Voice Mail system, the confidentiality of any message stored in, created, received, or sent from the Tuskegee University Voice Mail system still cannot be assured. Use of passwords or other security measures does not in any way diminish the University's rights to access materials on its system, or create any privacy rights of employees in the messages and files on the system. Any password used by employees must be revealed to Tuskegee University as Voice Mail messages may need to be accessed by the University in an employee's absence.

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.

Online Payment Transactions and Data Collection
All Web page secure site payment transactions must be approved by the department head and the Office of Finance, and set up through the university webmaster and the Office of Campus Technology. SSL is required to ensure that the proper level of security is maintained.

Any use of the university's website to conduct research that collects personal information and/ or identifiers must adhere to accepted protocols on informed consent and must be properly encrypted to guarantee confidentiality.

Audio or video files
All audio, video or flash files must first be approved by the Office of Communications, Public Relations and Marketing before they are placed on the university website to ensure proper use of the Tuskegee University name, logo, and images.

Website Contact Information
For all other inquiries, please contact the university webmaster at webmaster@mytu.tuskegee.edu or the Office of Communications, Public Relations and Marketing at 334-727-8349.

Appropriate Use Policy and Other Network Policies
In support of academic instruction, research, public service, and administrative functions, Tuskegee University provides access to information technologies and network resources for the conduct of official university business and for individual professional purposes related to an official purpose.

This enables users to access global information resources, as well as the ability to communicate with other users worldwide.

Tuskegee University's appropriate use policies govern the use of computing and network resources.

Use of computing and network resources is a privilege that depends upon the appropriate use of those resources. Users of computer and network resources are responsible for using those resources in accordance with the federal, state and local laws and with university policy.

These policies, laws, and regulations cover areas such as illegal access to computer systems, networks, and files, copyright violations, and the use of Tuskegee University computing and networking resources for harassment purposes. Individuals who violate federal, state, or local law or Tuskegee University policy regarding the use of computing and network resources are subject to suspension or loss of access to those resources as well as disciplinary or legal action.

Use of Tuskegee University information systems, network, or resources in any form must comply with all applicable local, state and federal laws. It is the responsibility of the user to become familiar with and compliant with local, federal and state laws, and with university policy. Users can find more information on computer abuse, anti-virus policy, duplicating software policy, and other data use policies on the Campus Technology website.

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 copying, using, and/or public distribution of copyrighted material (including, but not limited to, graphics, pictures, music, movies, or other intellectual property) requires the permission of the copyright holder.

Unauthorized use of software, images, music, movies, or files is regarded as a serious matter, and any such use is without the consent of Tuskegee University. If such abuse occurs, those responsible may be held legally accountable.

Students should also refer to the "Computer Use" section of the Student Handbook for further information concerning appropriate use of computing and network resources. Tuskegee University employees are also governed by Tuskegee University's policy covering "Internal and External Electronic Communication" in the Faculty or Staff Handbook.

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:
- Each social media account will have responsible administrators assigned.
- Inappropriate, offensive, injurious and illegal content may be removed by Tuskegee employees identified as account administrators or at the direction of OCPRM.
- Best practices for social media accounts should be considered.

This policy will apply only to social media accounts created for the express purpose of officially representing Tuskegee University groups, departments, programs, entities, etc., and will not apply to private social media accounts. University employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the university.

Social Media Types:
Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social media uses Internet and Web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Social media has transformed people from content consumers to content producers. Types of social media include networks like Facebook and YouTube but also include blogs and podcasts.

Social Media Accounts:
These are accounts or profiles created in social media outlets such as Facebook, Twitter, YouTube, Flickr and LinkedIn.

Responsibilities
Should a Tuskegee University employee administrator of an account leave the university for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another Tuskegee University employee to be an account administrator and remove the former employee's administrative permissions to the site.

Tuskegee University employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible for removal of content that may violate any university conduct policies or the Appropriate Use Policy and Other Network Policies (see page 23).

Because some pages may allow the immediate posting of comments and images, all Tuskegee University social media pages should include the following statement: *"The statements and images posted on this social media page do not necessarily reflect the total views of Tuskegee University, its constituents, partners or donors."*

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