Identification with UC Merced in Media

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<tr>
<th>Responsible Official:</th>
<th>Vice Chancellor for External Relations</th>
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<td>Responsible Office:</td>
<td>External Relations</td>
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<td>Issuance Date:</td>
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<td>Effective Date:</td>
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<td>Summary:</td>
<td>This policy sets forth specific standards for posting on websites and social media accounts and specifies how media inquiries should be handled.</td>
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<td>Scope:</td>
<td>All UC Merced Employees and Affiliates</td>
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Contact: Edward Klotzbier, Vice Chancellor for External Relations
Email: eklotzbier@ucmerced.edu
Phone: (209) 201-6693

I. REFERENCES AND RESOURCES

State Laws and Regulations
- California Education Code Sections 92000-92001

UC Policies
- UC Regents’ Delegation of Authority 0864
- UC Policy on Electronic Communications
- UC Merced Acceptable Use Policy
- UC Merced Expressive Activities Policy

Guidelines/Resources
- UC Merced Brand Guidelines
II. POLICY SUMMARY & SCOPE

Faculty and staff have a right to free inquiry and exchange of ideas, and a constitutionally protected freedom of expression. However, if they proclaim affiliation with the University, their actions and words reflect on the University. Faculty and staff must refrain from speaking or writing in the name of the University of California or UC Merced or in such a way that they imply they speak on behalf of the institution, without express authorization by the Division of External Relations.

This policy sets forth specific standards for posting on websites and social media accounts and specifies that all media inquiries made to faculty and staff, other than those relating to a faculty member’s field of expertise, be directed to the UC Merced Division of External Relations, Office of Public Relations.

III. POLICY TEXT

A. IDENTIFICATION WITH UC MERCED IN MEDIA, INCLUDING SOCIAL MEDIA

Faculty and staff have a right to free inquiry and exchange of ideas, and a constitutionally protected freedom of expression. However, if they proclaim affiliation with the university, their actions and words reflect on the University.

1. Faculty and staff must refrain from speaking or writing in the name of the University of California or UC Merced or in such a way that they imply they speak on behalf of the institution, without express authorization by the Division of External Relations.

2. Faculty are encouraged to speak and write about their disciplines, their teaching, and their research.

3. Personal social media accounts may not use “UC Merced” in the name (e.g., @ucmercedprofessordoe) and may not use the UC Merced logo or branding.

4. When engaging in personal activities or commentary, faculty and staff may not use their UC Merced title in any way that would imply that they are speaking for the University.

5. All blogs, social media sites, etc. that are not sponsored and approved by UC Merced chairs, deans, or administrators must include a disclaimer if the participant plans to use their UC Merced title or affiliation.

6. Any written opinion, including letters to the editor, offered to print or digital media on topics beyond a faculty member’s academic expertise must include a disclaimer if the participant plans to use their UC Merced title or affiliation.

7. Examples of disclaimers:
   a. “The participant is ______ [a faculty or staff member] at UC Merced. However, the views and opinions expressed herein do not necessarily reflect those of The
b. “All comments here are made in my individual capacity and not on behalf of UC Merced, and have not been reviewed or approved by UC Merced.”

8. The disclaimer must be contemporaneous with the commentary.

**B. USE OF UC MERCED RESOURCES**

Consistent with the [UC Policy on Electronic Communications](#), personal use of University electronic resources to access social networking sites must be limited to incidental use. Incidental use must not interfere with an employee’s performance of their assigned job responsibilities or someone else’s job performance or compromise the functionality of the department or campus network.

**C. MEDIA REQUESTS FOR INTERVIEWS OR INFORMATION**

The Division of External Relations, Office of Public Relations can offer assistance such as media training and negotiation on interview ground rules, manage logistics such as facilities access and communications technology, and address any required follow-up with media, such as requests for documents, video or photos. Public Relations can also ensure that media appearances are appropriately promoted on UC Merced’s own media channels.

1. Faculty and staff are encouraged to talk to media about their fields of expertise.

2. Non-academic staff must route all media requests through the Division of External Relations Office of Public Relations.

3. Faculty are encouraged to route all media requests through the Division of External Relations Office of Public Relations.

4. The Division of External Relations, Office of Public Relations shall be notified of all Public Records Act (PRA) requests from media outlets, to discuss and help prepare for any information release and expected media coverage stemming from it.

5. Public Relations will make every effort to resolve media requests informally before they require a formal PRA process.

**IV. RESPONSIBILITIES**

**A. STAFF (NON-ACADEMIC)**

1. Route all media requests through the Division of External Relations, Office of Public Relations.
2. Refrain from speaking or writing in the name of the University of California or UC Merced or in such a way that implies they speak on behalf of the institution, without express authorization by the Division of External Relations.

3. Refrain from using University or UC Merced names, or any variation thereof, in their profile, bio, or account name (e.g., @ucmercedprofessordoe).

B. FACULTY

1. Route all media requests unrelated to their field of expertise to the Division of External Relations, Office of Public Relations.

2. Refrain from speaking or writing in the name of the University of California or UC Merced or in such a way that implies they speak on behalf of the institution, without express authorization by the Division of External Relations.

3. Refrain from using University or UC Merced names, or any variation thereof, in their profile, bio, or account name (e.g., @ucmercedprofessordoe).

4. Include a disclaimer when providing opinion on topics outside of their field of expertise while using their UC Merced title or affiliation. This includes, but is not limited to letters to the editor, blogs, social media sites, or other written or electronic media platforms that are not sponsored and approved by the appropriate UC Merced official.

V. POLICY OR PROCEDURE REVISION HISTORY

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<tr>
<th>Date</th>
<th>Action/Summary of Changes</th>
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<tr>
<td>TBD</td>
<td>Original Policy Issued</td>
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