

The introduction of Southern Oregon University blogs necessitates creation of a guidelines detailing what types of blogs are intended to be part of the official University blog services as well as rules and guidelines that authors and readers must follow when uploading content or contributing comments.

## Blog Goals

The goals of Southern Oregon University's sponsored blogs are: (1) to publicize the activities, ideas, and vision of the University and its community; and (2) to provide a forum for discussion between students, faculty, staff and the larger SOU community.

### **GUIDELINES FOR UNIVERSITY HOSTED BLOGS**

#### **Anyone submitting content to or commenting on an Southern Oregon University blog agrees to the following:**

Southern Oregon University provides blog services in support of scholarly, artistic, curricular, and co-curricular communications conducted by members of the University community. Current Southern Oregon University students, administrators, faculty, staff and alumni may request the creation of a blog to be used for such purposes that support the goals and vision of Southern Oregon University.

Members of the SOU community who wish to have a University-hosted blog must contact Marketing & Communications and detail their role at the University, and the intended purpose of their blog.

Use of the blog service and the content of all electronic pages are subject to all applicable Southern Oregon University policies, guidelines, and local, state and federal laws. These guidelines include but are not limited to:

- All material posted on the blog service must be in compliance with copyright laws. Authors have the responsibility of acquiring all necessary permissions to post copyrighted material.
- The selling of online advertising space to non-University entities on any web page hosted or sponsored by Southern Oregon University is strictly forbidden.
- Announcements may not include content or links that, upon viewing, reasonably causes an intimidating, hostile, or offensive learning and/or working environment.
- Announcements may not be used to promote activities that are illegal, support commercial activities not associated with the University, or to provide personal financial gain.
- A web page may be considered in violation of content guidelines if it contains links to pages that violate the policy.

Blog users are responsible for their own submissions, whether the person is a blog author or a commenter. All members of the University community are encouraged to communicate differing perspectives.

Community members are also, however, entitled to work and live in an environment free of harassment. Therefore any activity that violates Southern Oregon University's policy on discrimination and harassment is prohibited. Be mindful of language and respectful of fellow users' opinions. Southern Oregon University reserves the right to define what we feel is inappropriate content.

All blog posts must include the author's correct name and email address. Comments must include, at the very least, a valid email address. Do not post or comment without being willing to sign your name to what you say.

SOU may establish limits regarding the use of the blog service and may modify these limits at any time. This includes but is not limited to the total size of the blog content, the size of images, videos, software or other material posted to a blog.

SOU reserves the right to require users of the blog service to utilize University approved templates for all hosted pages. Blog users are encouraged to request preferred templates, but be aware all University hosted sites must, at the very least, carry the SOU brand in an acceptable fashion.

SOU reserves the right to archive the content of all blogs in the blog service for non-commercial, historical purposes. By using the blog service, authors grant Southern Oregon University non-exclusive rights to archive blog content in any format.

SOU Marketing & Communications offers the blog service at the author's own risk. The blog service is provided on an "as is" and "as available" basis. The University does not guarantee that it will provide in-person training or ancillary software, such as databases and script languages, that authors may wish to use in their blogs.

SOU reserves the right to remove, at any time, at its sole discretion, any content posted on the blog service that it deems in violation of University policy or local, state or federal law.

SOU reserves the right to remove blogs that have been inactive for more than one month.

SOU reserves the right to change, at any time, at its sole discretion, the provisions of the blog service.

SOU reserves the right to include a link to University-hosted blogs on materials including, but not limited to, promotional brochures, internal and external emails, advertisements of all media, and sections of the University's Web site.

Protect your privacy and the privacy of other individuals; be aware that what you write will be viewable by the public for extended periods of time.

## **GUIDELINES FOR NON-UNIVERSITY HOSTED BLOGS**

Students, administrators, faculty, staff and alumni who maintain personal or professional blogs are encouraged to submit those site URLs to Marketing and Communications for inclusion in various link lists (commonly called 'blogrolls.')

By submitting an URL you represent that 1) you own the content on the site represented by the URL you're sharing, 2) you agree to respect SOU's policies regarding speech, 3) you grant SOU non-exclusive rights to archive your content and 4) you understand the link to, or mention of, your blog/website may be removed at any time for any reason.

Sites not hosted by SOU need not be branded nor follow most of the University's template requirements, however sites where the design is patently in conflict with the content will probably not be included in a blogroll. An example of a site that probably would be included might be a site with tasteful nudity that includes a post about an art exhibit at SOU.