CONTENT MODERATION

These guidelines explain permissible content moderation for college social media accounts.[1]

A. TBR colleges use social media to convey and to promote their messages and may decide to enable comments on certain college social media activity. When a college enables comments, its goal is to promote interaction and conversation with and between students, faculty, staff, and the broader community on matters Germane to the college's social media activity. When a college enables comments, it must follow these content moderation guidelines.

B. There may be times when a social media user communicates in a manner inconsistent with these guidelines, inappropriate for the general audience, not germane to the social media activity, or inconsistent with the social media platform's community standards.

C. The college therefore reserves the right, in its sole discretion, to delete user comments that promote commercial ventures or that do not comply with other college (or social media platform) policies. Posts that meet any of the following conditions are prohibited and subject to removal:

    1. Comments that are not germane or reasonably related to the topic currently being discussed on the college's social media page.
    2. Expressions of speech that constitute libel. Libel means speech that intentionally or negligently makes false statements about an individual, group or entity that causes reputational injury; as well as speech that maliciously makes false statements about a public official causing reputational injury.
    3. Expressions of speech that are obscene and not protected by the First Amendment. Obscenity means a depiction or description, in a patently

[1] These standards apply to the TBR System Office, as well as to TBR Colleges.

offensive way, of sexual conduct or excretory functions that, when taken as a whole, lacks serious literary, artistic, political or scientific value or that the average person, applying contemporary local standards, would find, when taken as a whole, appeals to prurient interests.

4. Expressions of speech that constitute harassment or discrimination in violation of Tennessee or Federal law.
5. Expressions of speech that are directed to inciting or producing imminent violence or other breaches of the peace and are likely to incite or produce such action.
6. Expressions of speech that reveal information protected from disclosure by Tennessee or Federal law, including confidential student information, protected health information, confidential personal information, personal financial information, or confidential research data.
7. The use of film, photographs, logos, or other material that violates the copyright, trademark or intellectual property rights of the college or others.

D. Prior to removing any content posted by anyone other than an employee of the college, the college must consult the System's Chief Marketing Officer, who shall obtain advice from the Office of General Counsel.