

The Daily Beacon Social Media Policy

As journalists at an editorially independent student newspaper, the editors and staff writers at The Daily Beacon possess the important ability to report freely across all mediums, including various forms of social media. We encourage staff members to take advantage of these resources as means of reporting, promoting content and building an active online relationship with our readers.

Although the Beacon endorses unrestricted freedom of speech on these platforms, it is necessary to outline several guidelines and caveats for staff members who are active online. This policy applies to multi-media, social networking websites, blogs and wikis for both professional and personal use. As employees of The Daily Beacon, and by extension, The University of Tennessee, you are representative of something larger than yourself. As such, employees of The Daily Beacon are expected to adhere to the following behavioral stipulations:

1. You may not write or post negative content about The Daily Beacon online.
2. You may not respond to any derogatory work-related tweets without first consulting the editor-in-chief. When an official response is needed (or thought to be needed), contact the editor-in-chief.
3. You may not slander any persons you have interacted with or may interact with during your work for the paper. This includes, but is not limited to, sources, contacts and coworkers. These persons are to be treated with respect, regardless of your personal stance on their beliefs or actions.
4. Posts should not disclose any information that is confidential to The Daily Beacon or to any outside source that has disclosed private information to The Daily Beacon.
5. If employees comment on any aspect of The Daily Beacon business, they must clearly identify themselves and an employee and include a disclaimer, an example of which is: "the views expressed are mine alone and do not necessarily reflect the views of The Daily Beacon."
6. Remember: the Internet is a public space, so tweet responsibly. Use good judgment. Nothing you say online is ever completely deleted.
7. The Daily Beacon editor-in-chief reserves the right to terminate the employment of staff members who do not abide this policy.

Twitter handles will be printed with staff bylines and linked online, unless you express the desire for your account to remain private and/or unassociated with the Beacon. You may also create a Beacon-specific account for work purposes. The social media editor will follow the account you provide, and may re-tweet relevant content from your feed.

Failure to comply with these guidelines will result in the following measure:

First offense: A meeting with to discuss and correct the offense.

Second offense: Either the suspension or removal of your account from the paper, depending on the severity of the offense.

Third offense: Termination as a member of The Daily Beacon staff.

As a staff member at The Daily Beacon, you are required to adhere to these policies. Failure to do so will result in the consequences above.