

**RESOLUTION OF THE
BOARD OF REGENTS OF
NAVAJO TECHNICAL UNIVERSITY**

Approving the Navajo Technical University (NTU) Social Media Policy and Procedures to Provide Guidance on Appropriate and Responsible Social Media Use When Representing, Referencing, or Discussing Navajo Technical University, attached hereto as Exhibit A.

WHEREAS:

1. The Board of Regents of the Navajo Technical University is responsible for the administration, operations and the development of policy as stated in Navajo Nation Council Resolution C0-58-16, enacted on November 10, 2016, that amended the University 's enabling legislation, codified at 15 N.N.C. §§1201-1210; and
2. Pursuant to the University 's enabling legislation, Navajo Technical University (NTU) is organized as an institution of higher learning for the primary purpose of providing post-secondary and post- graduate education programs that serve both the academic and vocational/technical needs of the Navajo Nation and its citizens, 15 N.N.C. §1203(A); and
3. Pursuant to the University's enabling legislation, the Board of Regents of Navajo Technical University is authorized to review and approve course curricula, assessment structures, program plans, research and development projects, in accordance with established program priorities and policies of the University, 15 N.N.C. §1205(F), and to review and approve contracts, 15 N.N.C. §1205(R); and
4. The NTU Social Media Policy and Procedures provide guidance on appropriate and responsible social media use when representing, referencing, or discussing NTU or members of the NTU community, in accordance with the standards of conduct outlined in the NTU Student Handbook and the NTU Personnel Policies; and
5. The Social Media Policy and Procedures establish clear standards and procedures for the creation, approval, management, and oversight of official NTU social media accounts to ensure consistent branding, accurate messaging, risk management, and compliance with institutional policies and applicable law; and
6. The Administration of the Navajo Technical University has reviewed the Social Media Policy and Procedures, and hereby recommends the Board of Regents of Navajo Technical University approve the Social Media Policy and Procedures to provide guidance on appropriate and responsible social media use when representing, referencing, or discussing NTU or members of the NTU community, attached hereto as Exhibit A.

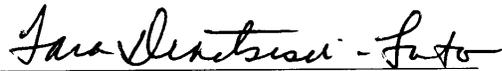
NOW THEREFORE BE IT RESOLVED THAT:

1. The Board of Regents of the Navajo Technical University hereby approves the Navajo Technical University (NTU) Social Media Policy and Procedures to provide guidance on appropriate and responsible social media use when representing, referencing, or discussing Navajo Technical University, attached hereto as Exhibit A.

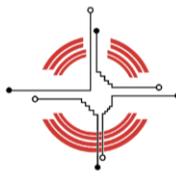
2. The President of Navajo Technical University is hereby authorized, directed and empowered to do all things necessary to effectuate the purpose of this resolution.

CERTIFICATION

I hereby confirm that this resolution was discussed and considered by the Board of Regents of the Navajo Technical University at a duly called meeting held in Albuquerque, New Mexico at which a quorum was present and that this resolution was passed by a vote of **6** in favor, **0** opposed and **0** abstained on the 6th day of March 2026.



Tara Denetsosie-Lovato, Chairperson
NTU Board of Regents



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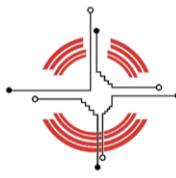
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Social Media Policy and Procedures

This document details the policies and procedures regarding the organization, implementation, and use of social media platforms at Navajo Technical University.

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Introduction

The widespread use of social media has transformed how individuals and institutions communicate. Navajo Technical University (NTU) recognizes the value of social media as a powerful tool for communication, engagement, and storytelling. When used appropriately, social media allows NTU to connect with students, faculty, staff, parents, alumni, and the broader community in meaningful and effective ways.

At the same time, all use of social media related to NTU—whether conducted on official University platforms or personal accounts—must adhere to the same standards of conduct, professionalism, ethics, and accountability that apply to all other University activities. This **Social Media Policy** operates in conjunction with the **NTU Student Handbook** and the **NTU Personnel Policies**, and does not replace or supersede those governing documents. Even off-campus or personal social media activity may result in disciplinary action if it violates University policy, materially harms the University’s interests, or interferes with University operations, in accordance with applicable institutional procedures and law.

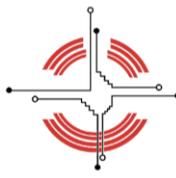
Note:

This policy does not prohibit employees from using social media to discuss wages, hours, or other terms and conditions of employment, even if such discussions are critical of the University, as protected by applicable law.

Scope

This policy applies to all NTU students, faculty, staff, and affiliates who use social media to represent, reference, or discuss Navajo Technical University or members of the University community. This applies regardless of whether University networks, equipment, or systems are used.

Social media includes, but is not limited to, blogs, discussion forums, and platforms such as Facebook, Instagram, X (formerly Twitter), LinkedIn, Snapchat, YouTube, and similar services



Purpose

This **Social Media Policy** serves two primary purposes:

1. To provide guidance on appropriate and responsible social media use when representing, referencing, or discussing Navajo Technical University (NTU) or members of the NTU community, in alignment with the standards of conduct outlined in the NTU Student Handbook and the NTU Personnel Policies.
2. To establish clear standards and procedures for the creation, approval, management, and oversight of official NTU social media accounts to ensure consistent branding, accurate messaging, risk management, and compliance with institutional policies and applicable law.

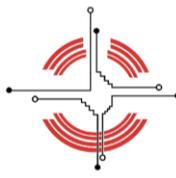
Usage Guidelines

General Expectations

When posting to any NTU-affiliated social media account or when discussing Navajo Technical University (NTU) on personal accounts, individuals are expected to act responsibly, professionally, and in alignment with the University's mission, values, and standards of conduct. All social media activity must comply with the expectations outlined in the **NTU Student Handbook** and the **NTU Personnel Policies**, as applicable.

***DO -**

- Follow all applicable laws and NTU policies, including those related to harassment, discrimination, bullying, defamation, copyright, trademark use, and student privacy.
- Accurately disclose your relationship to NTU when discussing the University. Only authorized individuals may officially represent or endorse NTU, its programs, or services.
- Maintain a professional, respectful, and courteous tone. Posts should reflect positively on NTU and protect its institutional voice.
- Be truthful, accurate, and clear when sharing information about NTU programs, services, and events.
- Respect differing viewpoints and engage in civil, constructive dialogue.



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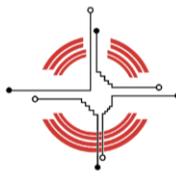
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- Respond in a timely and appropriate manner when managing official accounts. If information is unavailable, acknowledge the inquiry and follow up when possible.
- Comply with the terms of service of all social media platforms.
- Be culturally respectful and mindful. Content involving culturally sensitive matters must be reviewed and approved by the appropriate cultural review committee designated by the University prior to publication.
- Share content directly from official NTU accounts when possible to ensure consistency, proper attribution, and accurate engagement tracking.

***DO NOT –**

- Use social media to harass, threaten, intimidate, defame, or bully others.
- Post content that is obscene, discriminatory, racist, violent, sexually explicit, or otherwise inappropriate.
- Share copyrighted or trademarked materials without proper authorization.
- Use the NTU name, logo, or trademarks for commercial purposes, political advocacy, or unauthorized promotions.
- Disclose confidential or non-public information, including student records or internal University matters.
- Post false, misleading, speculative, or unverified information about NTU.
- Spread rumors or gossip.
- Engage in excessive personal social media use during work hours or use NTU resources for unauthorized purposes.
- Post photographs or videos of individuals without their consent. Required image release forms must be obtained through the Communications Department.
- Present personal opinions as official NTU positions. If not authorized to speak on behalf of NTU, include the disclaimer:
“These views are my own and do not represent the views of Navajo Technical University.”
- Assume privacy on social media. Content may be shared beyond its intended audience.
- Comment on legal matters, investigations, or regulatory issues involving the University.

Note: NTU reserves the right to remove content from its social media platforms that violates this policy or applicable law.



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Personal Social Media Use

Navajo Technical University respects the rights of students, faculty, and staff to express personal views on private social media platforms in accordance with applicable federal and Navajo Nation law.

However, personal social media activity that:

- Violates University policy.
- Constitutes harassment, discrimination, threats, or unlawful conduct.
- Discloses confidential or protected information.
- Materially harming the University's reputation, or interfering with University operations or the rights of other members of the NTU community, may result in corrective or disciplinary action.

Disciplinary action will be administered in accordance with:

- The **NTU Student Handbook** for students
- The **NTU Personnel Policies** for faculty and staff

Nothing in this policy is intended to restrict legally protected speech, including rights protected under applicable labor laws.

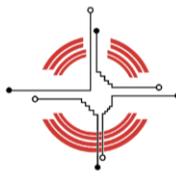
In appropriate cases involving alleged criminal conduct or threats to safety, the matter may be referred to appropriate law enforcement authorities.

Site Approval and Administration

Official NTU social media accounts may be established only with proper authorization and may represent:

1. The University as a whole
2. Academic programs or departments
3. Faculty-led courses
4. Recognized student organizations

Unauthorized use of the NTU name, logo, or trademarks is strictly prohibited.



Authorization Requirements

To ensure consistent branding, accurate messaging, and appropriate risk management, **no individual, department, faculty member, or student organization may independently create or operate a social media account that represents Navajo Technical University or any of its units.**

All NTU-affiliated social media accounts are **created, approved, and administered through the Communications Department.**

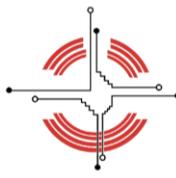
Departments, programs, faculty, or student organizations seeking a social media presence may submit a **formal request** to the Communications Department. Each request must clearly state the purpose of the account, its intended audience, and a proposed content plan. Approval is not guaranteed and is granted at the discretion of the Communications Department.

Authorization is governed as follows:

- **University-wide accounts** may be established only with approval from the **NTU Communications Director.**
- **Program and departmental accounts** may be established only with the **NTU Communications Director's** approval.
- **Course-related accounts managed by faculty** require approval from the **Dean of Undergraduate Studies** and the **NTU Communications Director.**
- **Student organization social media presence** requires approval from **The Student Senate, Dean of Student Services,** and the **NTU Communications Director.**

When approved, all NTU social media accounts must be **created, branded, and managed in coordination with the Communications Department.** Account names, profile images, branding elements, and content must clearly reflect the specific unit represented and **must not imply representation of the University as a whole unless explicitly authorized.**

Unauthorized creation or operation of NTU-related social media accounts—including the use of the NTU name, logo, or branding—**is strictly prohibited** and may result in account removal and disciplinary action.



Social Media Administrator

All authorized NTU social media accounts are coordinated through the Marketing and Communications Department. The Communication Specialist and Marketing Director oversee content standards, branding, and platform management.

Questions regarding social media content or administration should be directed to the Marketing and Communications Department.

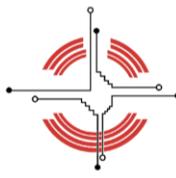
Site Registration

All official NTU social media accounts must register with the Communications Department each academic term. The Communications Department may review content at its discretion. Failure to register or policy violations may result in corrective action, including content removal or account closure.

Required Disclaimers and Terms

All NTU social media sites must include:

1. **Terms of Use:** Clear terms incorporating this policy's usage guidelines.
2. **Acknowledgment:** A statement affirming that use of the site constitutes acceptance of its terms and that NTU is not responsible for unauthorized user content.
3. **Disclaimer:** "Content posted on this site represents the views of the individuals who post it and does not necessarily reflect the views or endorsement of Navajo Technical University."



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Questions and Enforcement

Violations of this Social Media Policy may result in appropriate corrective or disciplinary action, consistent with established University policies and procedures.

- Student violations will be addressed under the procedures outlined in the **NTU Student Handbook**
- Faculty and staff violations will be addressed in accordance with the **NTU Personnel Policies**.

Questions regarding the interpretation or implementation of this policy should be directed to the Marketing and Communications Department. Matters involving employee conduct should also be coordinated with the Human Resources Office.

Legal questions or concerns may be referred to the appropriate University office as determined by University administration.

References

- NTU Student Handbook - (NTU Student Handbook, Board Approved June 28, 2024)
- HR Personnel Policies - (NTU Personnel Policies, Board Approved July 15, 2023)