

**Title:** Tianjin Juilliard Social Media Best Practices  
**Policy Owner:** The Office of Public Affairs  
**Contact Information:** The Office of Public Affairs  
The Tianjin Juilliard School  
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**Applies to:** All Members of the Juilliard Community and Tianjin Juilliard Community  
(includes all faculty; staff; and incoming students)

**Effective Date:** September 1, 2020

Social media provide a broad range of opportunities for sharing information and connecting with your friends, family members and colleagues and can provide a highly effective means for creating new contacts and developing personal and professional relationships. Examples of social media currently include, but are not limited to, WeChat, Weibo, Facebook, LinkedIn, Instagram, Twitter, Pinterest, YouTube, Tumblr, Flickr, SnapChat, Whatsapp, blogs and message boards.

Because social media are such powerful communications tools, your conduct on social media may have a significant impact not only on your own personal and professional reputation, but also on the reputation of Tianjin Juilliard. Improper conduct in the social media space may result in legal repercussions for the School and may expose you to personal liability for your actions. Be thoughtful in decisions to “friend,” “like,” “link,” “follow,” or accept a request from another person. It is important to recognize that there is the potential for misinterpretation of relationships such as faculty/student, staff/student, supervisor/subordinate and doctor/patient in social interactions.

The following guidelines govern your use of the Internet and social media while at Tianjin Juilliard, but do not address every possible situation. This area has experienced, and in all likelihood will continue to experience, rapid change. Always consider the possible repercussions of your actions.

## General Guidelines

**Be honest about your identity:** Never hide your identity if you post anything about Tianjin Juilliard or on behalf of Tianjin Juilliard. In personal posts, you may identify yourself as a Tianjin Juilliard student, faculty or staff member, provided it is truthful information. However, please be clear that you are sharing your views as an individual, and not as a representative of Tianjin Juilliard. For example, if you maintain a personal blog or other social media presence, consider using the following type of disclosure: “I am a student (staff, faculty) at The Tianjin Juilliard School and this is my personal blog. The views and opinions expressed herein are solely my own. I do not represent or speak on behalf of Tianjin Juilliard or any of its faculty or other employees, and Tianjin Juilliard is not responsible for any of the content found on this blog.”

**Protect Tianjin Juilliard’s trademarks:** Tianjin Juilliard is the exclusive owner of all right, title and interest in and to the words “The Tianjin Juilliard School,” the trademark TIANJIN JUILLIARD, Tianjin Juilliard branded merchandise, related logos and artwork, and any and all variations, translations or derivatives thereof. Do not use the Tianjin Juilliard logo or any other Tianjin Juilliard mark or image on your personal websites or web pages. You may not use the Tianjin Juilliard name to promote or endorse any product, service, charitable cause or political party without **prior written approval**.

**Be aware of Juilliard policies:** Posting or emailing threats or offensive comments, or materials which would violate Juilliard’s non-discrimination or sexual harassment policies will result in appropriate disciplinary action, up to and including termination of employment or dismissal from the School. Check with the Office of Public Affairs and check the Juilliard School’s website regularly for updated policy information. You can find more policies at the Policies and Consumer Information section of the school website.

## Prohibited Action

- You may not post, tweet, share photos, etc. on behalf of Tianjin Juilliard or otherwise speak for Tianjin Juilliard in the social media space without authorization. Social media inquiries should be directed to the Office of Public Affairs or by emailing [communications@tianjinjuilliard.edu.cn](mailto:communications@tianjinjuilliard.edu.cn)
- You may not create Facebook pages, Twitter accounts, WeChat accounts, Weibo accounts, Pinterest boards or an account on any other social networking website or social media platform, on behalf of Tianjin Juilliard without authorization.

- You may not establish an email account using the Tianjin Juilliard name without authorization.
- You may not answer questions/tweets on social media about Tianjin Juilliard or its policies, classes, products, events, performances, or admissions without authorization.
- You may not register domain names, user names, personal email addresses, Twitter handles or other names that include the Tianjin Juilliard name or any of the Tianjin Juilliard marks, particularly if such use of Tianjin Juilliard's name or marks may create an appearance of Tianjin Juilliard's affiliation with, or endorsement of a corresponding social media account or website.
- You may not use Tianjin Juilliard's name or trademarks in any way that may imply Tianjin Juilliard's association with your personal social media accounts, or Tianjin Juilliard's endorsement of your personal views expressed on social media.
- You should not speak to the media on Tianjin Juilliard's behalf. If any member of the media contacts a student, faculty or staff member directly with requests for School-related information or to comment as a representative of Tianjin Juilliard, the student, faculty or staff member must contact [communications@tianjinjuilliard.edu.cn](mailto:communications@tianjinjuilliard.edu.cn) and the Office of Public Affairs will coordinate the interview to ensure appropriate access to the campus. All media inquiries should be directed to the Communications Department.
- You may not post any confidential or proprietary information about Tianjin Juilliard, its students, faculty members, or other employees. Tianjin Juilliard's proprietary information includes Tianjin Juilliard's internal strategies, financial information, internal policies or goals, or other organizational information that is not public.

*The information set forth herein is subject to change from time to time, and the School (Tianjin Juilliard) reserves the right to add, remove or alter the policies contained in this policy.*

Updated: September 1, 2020