Policy Statement
In the summer of 2015 the app WWU was developed and released by OOHLALA Mobile in the iOS and Android app stores as the “WWU” app.

Purpose
The WWU app is designed to provide information about Walla Walla University and facilitate connection-making among students, faculty, and staff on campus. The app maintains essential information helpful for all WWU constituents including a campus map and directory, upcoming events, links to frequently used resources, and tours. The app is also designed to enhance the experience of students, faculty, and staff on campus by providing a digital campus wall for users to ask questions, buy/sell, find/list lost items, make announcements, etc. and facilitating direct messaging between users. The WWU app enhances WWU communication in the digital space and is not intended to replace communication through printed media, the website, or email communications.

Definitions
N/A
Procedures

Management
The WWU app is overseen by Marketing and University Relations (MUR) in cooperation with Student Life. The day-to-day operations of the app are maintained and managed by MUR, the app’s administrators. Management includes implementing the WWU brand in the app, maintaining campus directory, hours of operation, and event information, deploying new features made available by OOHLALA Mobile, coordinating with IT to manage user access, and moderating the app’s social feed. Student Life and ASWWU advise in campus engagement, app policies, and the development of new features. Student Life is also responsible for maintaining an accurate club directory in the app.

Content
The WWU app is a content sharing platform for Walla Walla University. It is the responsibility of the app’s operational manager, MUR, to maintain accurate native content for users in the app (i.e. directory, event, and other campus information). Any WWU-provided information found to be inaccurate or outdated will be updated in a timely manner.

The WWU app supports user communication that promotes connection. User-generated content must also adhere to standards of decency and accuracy and be pertinent to campus life. All user behavior in the WWU app must adhere to WWU policies, including the Student Handbook and Code of Conduct. App administrators may remove without warning posts found to be knowingly inaccurate, indecent, unrelated to university events and activities, or in violation of WWU policies. Users repeatedly posting content that does not adhere to these standards may be subject to review and removal by app admins.

Users
Access
The WWU app is publicly available to any individual with an iOS or Android mobile or tablet device. Individuals can use the WWU app as a guest with limited access to the app’s features. For access to all of the app’s features, including the campus wall and other social components in the app, individuals must create a user account in the app.

WWU app users are authenticated through WWU’s single sign-on system. Users cannot be created outside of WWU’s account holders. Thus, any individual holding a Walla Walla University account has access to a user account. Because WWU app users are created through WWU accounts, user app accounts are tied to their WWU email. Names in the app must be the primary or preferred name attached to the WWU email/account through which they are accessing the app as a user. Users communicating under another identity may be subject to a temporary ban or removal.

Training/Education Communication
Marketing and University Relations will provide information and any applicable training to staff/students/faculty regarding this policy on an as-needed basis.

Reprisal
If an app user is found in violation of WWU app policies, the user’s account may be temporarily banned or removed without warning. In the case of user removal, a WWU app administrator will contact the app user to provide notice of removal.

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Signature of Responsible Director/Chair/Dean  Signature of President or Vice President