



YOUR VOICE. YOUR VOTE. YOUR RIGHTS.

FREE SPEECH USER GUIDE



CSU SYSTEM
COLORADO STATE UNIVERSITY



INSIDE

The CSU System Free Speech Tool Kit provides information on your rights and responsibilities related to free speech, along with more information on the nuances of First Amendment law.

This document is interactive.

To access and download digital files in the toolkit, please look for this prompt throughout the guide.



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Your rights and responsibilities related to free speech, peaceful assembly, civic engagement, and voting.

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Campus Posters

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Free Speech Guidelines for Social Media Managers

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Designed for TV screens on campus

FREE SPEECH WEBSITE

CSUSYSTEM.EDU/FREE-SPEECH 
CLICK HERE TO LAUNCH WEBSITE

This site will help you learn about your rights and responsibilities related to free speech, peaceful assembly, civic engagement, and voting – and help you access policies specific to the Colorado State University campuses.

YOUR VOICE has power and impact.

YOUR VOTE matters.

YOUR RIGHTS surrounding freedom speech.

The goal is for all CSU System students, faculty, and staff to use their voices and voting rights thoughtfully and responsibly to make a difference.



PRINT ASSETS

CAMPUS POSTERS

The following four posters are available for each campus.

PRINTER INFO

PRINTED SIZE = 11" wide x 17" high

FILE SIZE = 11.5" wide x 17.5" high

FULL COLOR

ONE SIDE

FULL BLEEDS



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**PRINT
FILES**

**VOTE
EDUCATED.**
RESEARCH CANDIDATES & ISSUES.

YOUR VOICE. YOUR VOTE. YOUR RIGHTS.
Understand your free speech and voting rights.
CSUSYSTEM.EDU/FREE-SPEECH

COLORADO STATE
UNIVERSITY

**YOUR
PASSION
CAN IGNITE CHANGE.**

YOUR VOICE. YOUR VOTE. YOUR RIGHTS.
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CSU PUEBLO

**VOTING
MATTERS.**

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CSU GLOBAL

LISTEN
ACTIVELY & RESPONSIBLY.

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COLORADO STATE
UNIVERSITY

SOCIAL MEDIA ASSETS

HORIZONTAL GRAPHICS

FACEBOOK / TWITTER / LINKEDIN

Ten different horizontal social media graphics are available for each campus with the following messaging:

1. Use your voice. Cast your vote.
2. Vote educated. Research candidates and issues.
3. Conversation provides opportunity.
4. Listen actively and respectfully.
5. Check your facts before you share.
6. Debate policies, not people.
7. Your passion can ignite change.
8. Get involved with what matters to you.
9. Voting matters.
10. Be open to other perspectives.

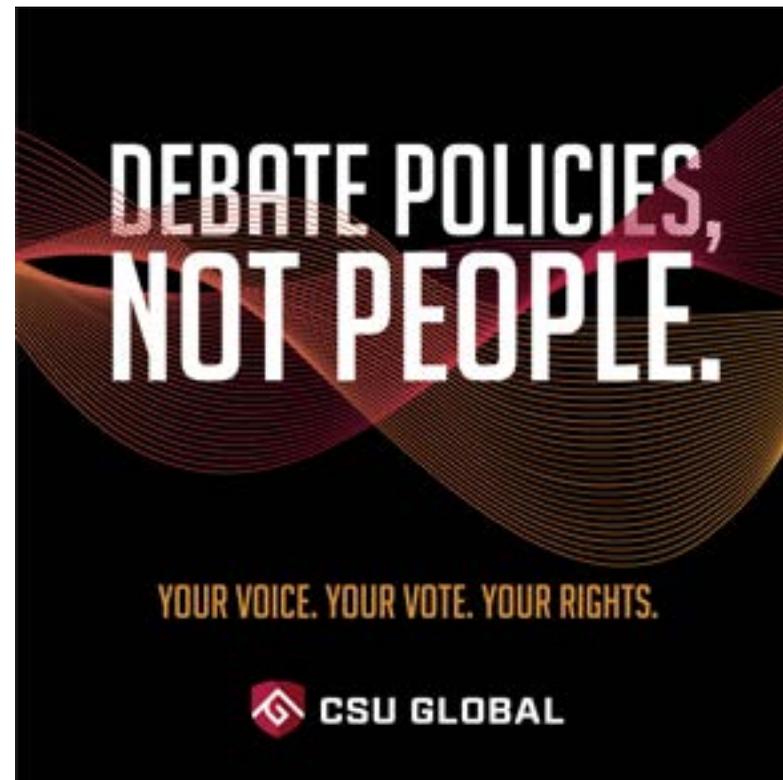


SOCIAL MEDIA ASSETS

SQUARE GRAPHICS INSTAGRAM FEED / FACEBOOK

Ten different square social media graphics are available for each campus with the following messaging:

1. Use your voice. Cast your vote.
2. Vote educated. Research candidates and issues.
3. Conversation provides opportunity.
4. Listen actively and respectfully.
5. Check your facts before you share.
6. Debate policies, not people.
7. Your passion can ignite change.
8. Get involved with what matters to you.
9. Voting matters.
10. Be open to other perspectives.



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**SOCIAL MEDIA
FILES**

SOCIAL MEDIA ASSETS

VERTICAL GRAPHICS

INSTAGRAM STORY ART

One generic background image, and ten different Instagram Story art graphics are available for each campus with the following messaging:

1. Use your voice. Cast your vote.
2. Vote educated. Research candidates and issues.
3. Conversation provides opportunity.
4. Listen actively and respectfully.
5. Check your facts before you share.
6. Debate policies, not people.
7. Your passion can ignite change.
8. Get involved with what matters to you.
9. Voting matters.
10. Be open to other perspectives.
11. Generic background to add your own text.


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FILES**

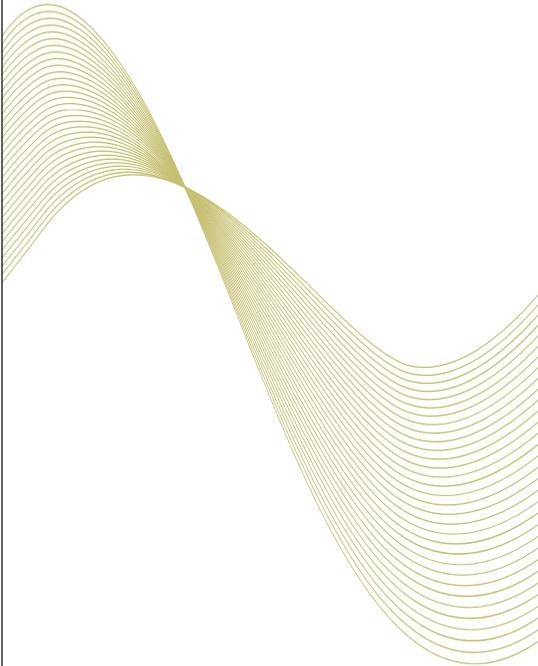
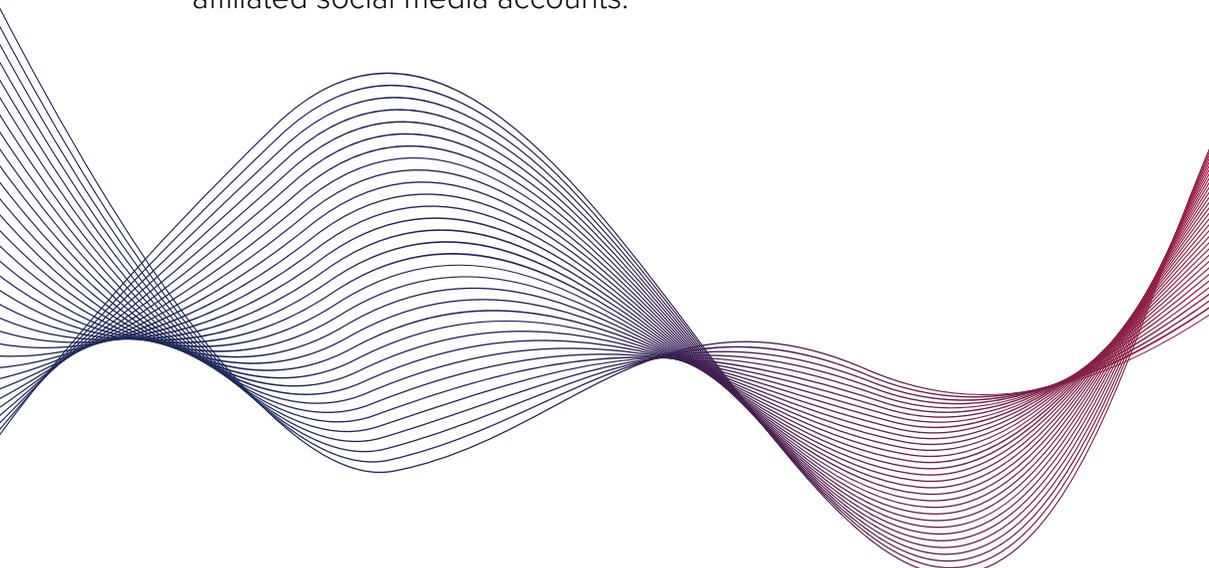


SOCIAL MEDIA ASSETS

FREE SPEECH GUIDELINES FOR SOCIAL MEDIA MANAGERS

Free expression is a nuanced and complex legal topic and its intersection with social media amplifies its complexity.

To assist campus communicators in navigating this space, the Free Speech Guidelines for Social Media Managers document offers recommendations on how to approach constituent issues management on official university-affiliated social media accounts.



YOUR VOICE. YOUR VOTE. YOUR RIGHTS.
FREE SPEECH GUIDELINES FOR SOCIAL MEDIA MANAGERS

Free expression is a nuanced and complex legal topic and its intersection with social media amplifies its complexity. To assist campus communicators in navigating this space, the following are recommendations on how to approach constituent issues management on official university-affiliated social media accounts.

DO NOT BLOCK SOMEONE FROM AN INSTITUTIONAL ACCOUNT. This is tempting and can be an easy solution but can be viewed as an attempt to silence critics.

DO NOT DELETE NEGATIVE COMMENTS. This action would likely violate the commenter's First Amendment rights. If a commenter expresses a concern, respond quickly thanking them for reaching out and invite the person to share more information via direct messages or email.

MONITOR COMMENTS. It is critical to monitor comments so that you are aware of the social conversations around your content as well as being able to spot issues and address accordingly.

HAVE A SYSTEM TO TRIAGE ACTUAL ISSUES. If someone brings forward issues, have a network of colleagues in different areas of the institution (ex: financial aid, registrar's office, housing and dining, individual colleges) whom you can refer constituent issues and, if possible, have that person/office directly respond to the person who brought it forward.

DON'T FEED THE TROLLS. If a comment is clearly an effort to pick a fight or without merit, just let them be. Encourage constructive and civil discourse. If a thread on one of your posts turns contentious, you may consider posting a reminder to users that while it is okay to voice an opinion, criticism or disagreement, the institution asks that they do so in a constructive and respectful manner.

PUT PERSONAL BELIEFS ASIDE. You are working as the voice of the institution when curating content and managing accounts.

INSTITUTIONS/INSTITUTIONAL LEADERSHIP CAN SHARE THEIR VOICES ON POLITICAL ISSUES. Be sure to know where your institution, its leadership, and the System stand on issues and be ready to advise best ways to share that position.

SPEECH NOT PROTECTED BY THE FIRST AMENDMENT CAN BE DELETED. This includes obscenity, true threats of imminent harm, incitement to imminent unlawful action, defamation, fighting words, false or misleading commercial speech, and illegal speech (such as extortion, a solicitation to commit a crime, or perjury). A college or university could remove postings on its interactive social media sites that fall within any of these narrow categories of unprotected speech. (Source: American Council on Education). Before a post deemed unprotected is deleted, record the incident in your records by taking any necessary screen shots, then saving them in your records.

IS HATE SPEECH ALLOWED? Yes. Unfortunately, hate speech is not one of the narrow categories listed above, therefore hate speech cannot be deleted from a social media account unless it has other characteristics causing it to fall within one of these categories: obscenity, true threats of imminent harm, incitement to imminent unlawful action, defamation, fighting words, false or misleading commercial speech, and illegal speech (such as extortion, a solicitation to commit a crime, or perjury). (Source: American Council on Education).

 [CLICK HERE TO VISIT CSUSYSTEM.EDU/FREE-SPEECH](https://csusystem.edu/free-speech)

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RESOURCES: American Council on Education's report on Campus Inclusion and Freedom of Expression: Managing Social Media



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**SOCIAL MEDIA
GUIDELINES**

DIGITAL SCREENS

DIGITAL SCREEN ART

One graphic containing campaign information and the web address, plus ten different Digital Sign graphics, are available for each campus with the following messaging:

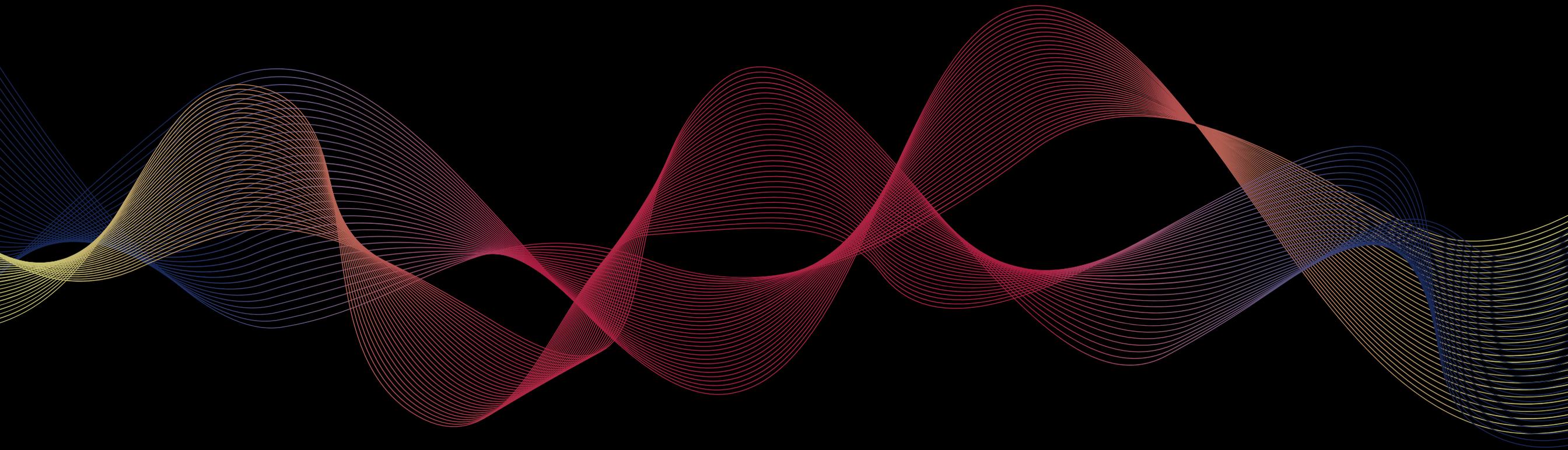
It is suggested to run the informative graphic with the web address every third slide.

1. Use your voice. Cast your vote.
2. Vote educated. Research candidates and issues.
3. Conversation provides opportunity.
4. Listen actively and respectfully.
5. Check your facts before you share.
6. Debate policies, not people.
7. Your passion can ignite change.
8. Get involved with what matters to you.
9. Voting matters.
10. Be open to other perspectives.
11. Campaign information and website.



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SCREEN ART**





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 CSUS_YOURVOICE@COLOSTATE.EDU 