

# 09.02.01.D0.01 Official Messaging

Approved: September 20, 2022  
Next Scheduled Review: September 20, 2027



---

## Procedure Summary

---

Enrollment Marketing and Communications (EMC) is responsible for coordinating a consistent brand identity and overall management of university marketing and communication. EMC maintains the university's official social media accounts. As social media plays an increasingly larger role in the university's image to the public, social media sites created in affiliation with the university shall adhere to the standards outlined in this procedure in order to protect the university's reputation and brand.

---

## Procedure

---

### 1. GENERAL

- 1.1 Social media is media based on the use of web and mobile technologies that allow for user-generated exchanges of information. With proper administration, social media can foster collaboration and communication as an interactive dialogue, enhancing the value of conversations across a global audience.
- 1.2 Social media includes but is not limited to social networking sites, collaborative projects such as wikis, blogs and micro-blogs, content communities and virtual communities. Some commonly used social media platforms include: Facebook, Twitter, YouTube, TikTok, Flickr, SnapChat, LinkedIn, WordPress, and Tumblr.
- 1.3 University social media accounts are separated into two (2) categories: official accounts (accounts for the university as a whole or an official division, department, departmental organization, or program) and affiliated accounts (accounts for student non-departmental organizations and university contracted vendors).

### 2. RESPONSIBILITIES

- 2.1 All units shall engage EMC when creating a new official social media account. Additionally, all official social media accounts must register with EMC and have a minimum of two site administrators appointed.

- 2.2 All official social media accounts should be monitored and updated on a weekly basis. Official social media accounts shall adhere to the best practices updated

annually by EMC. Official social media accounts that are not updated regularly or do not adhere to best practices may be requested to be shut down. Affiliated social media accounts also should be monitored regularly and adhere to best practices.

- 2.3 Upon notification from EMC units must bring the official social media account into compliance within five (5) days. Any expense shall be the responsibility of the unit. Social media communications that remain non-compliant may be suspended immediately. Affiliate social media accounts not designated as official may not use the university's official marks or logos on their accounts.

### 3. DESIGN AND STYLE GUIDELINES

- 3.1 Social media accounts must adhere to the university's design and style guides.
- 3.2 Social media accounts must adhere to the copyright and intellectual property rights of others and of the university.
- 3.3 Units must make reasonable efforts to ensure social media posts are accessible and usable by people with the widest range of capabilities possible. While some social media platforms have accommodations built in (e.g. closed captioning in YouTube; alternative text for images in Facebook, Instagram, and Twitter), others may require alternative methods of accommodation (e.g. providing links to transcripts, providing image descriptions within text). Guidelines and contact information on who can assist in making social media posts accessible will be provided on the Information Technology website.

### 4. CONDUCT AND ETHICS GUIDELINES

- 4.1 It is imperative that all social media accounts maintain the same standards of conduct expected of all faculty and staff. Site content must be respectful, positive, helpful, and informative. Conversations on social media should enhance civic discussion. Profanity and language that is discriminatory must be removed from the site immediately.
- 4.2 Units must protect confidential and proprietary information on their social media accounts. Units must not post any private, restricted, or sensitive information about the university and/or its students, staff, faculty, or alumni on their social media accounts. Types of private information include FERPA-protected student information, Social Security numbers, credit card numbers, and medical records.
- 4.3 Units must ensure the security of their social media accounts. A compromised account can lead to malicious entities posting inappropriate or even illegal material on the unit's behalf. This could lead to reputational risk to the university.
- 4.4 Units must obey the terms of service of any social media platform employed.
- 4.5 Units must adhere to guidelines set out by the Texas Department of Information Resources and the Texas A&M University System.

---

## **Related Statutes, Policies, or Requirements**

---

[Texas Department of Information Resources Social Media Resource Guide](#)

University Rule *29.01.99.D1 Information Resources*

University Procedure *09.02.99.D0.01 University Intellectual Property Use and Licensing*

System Regulation *09.02.01 Official Messaging*

---

## **Contact Information**

---

Enrollment Marketing and Communications  
254-501-5847