

<b>Social Media</b>	Procedure Number	691.5
	Effective Date	4-1-19

**1.0 PURPOSE**

This Policy establishes the position for the college and its subsidiaries on the use of social media for the official business purposes of UA-PTC, including the promotion of the college, schools, departments, and offices, programming, faculty and staff of the college.

For the purpose of this policy, "social media" refers to, but is not limited to blogs (web-based journals) and microblogs (e.g. Tumblr), collaborative websites (e.g., Wikipedia, etc.), message boards, social networking sites (e.g. Facebook, Twitter), podcasts (multimedia distributed over the internet), video sharing (e.g., YouTube), and photo sharing (e.g. Instagram).

**2.0 REVISION HISTORY**

Adopted on: 4-1-19  
 Revised on:

**3.0 PERSONS AFFECTED**

UA-PTC employees

**4.0 DEFINITIONS**

- a. Official UA-PTC social media sites include those sites representing the college overall; or
- b. Sites representing a department, division or student service. These sites are also clearly designated as such and include an official logo. These sites must also be in accordance with UA-PTC policies, the Graphic Identity guidelines, Sexual Harassment and Title IX policies, FERPA, and other policies enforced by UA-PTC.
- c. This policy applies to the college community, including—but not limited to—administrators, faculty, and staff. The college respects your right to interact knowledgeably and socially, however interaction with social media can greatly impact you, our colleagues and our students. Therefore, the entire College community has a responsibility to maintain the integrity of the institution no matter where, when or how they interact with social media.
- d. UA-PTC is responsible only for social media posts published on its behalf on its official social media pages.

**5.0 PROCEDURES**

The Director of PRM will approve the request for a new official UA-PTC social media site. Vice Chancellor or Dean approval will be needed as well. All requests need to be made to the Director of PRM. Please include the purpose, objectives, the name of the site, administrator(s) and their emails. Login information for one administrator must be provided. The email must use an @uaptc.edu address.

- It is the responsibility of the administrator of a social media account to actively monitor the social media site; content must be current and accurate.
- Posting on behalf of the college, in addition to its colleges and schools, departments and programs, is not a right; it can be rescinded at any time.
- Be responsible for your posts and remember, what you post is a reflection upon the college and you.
- Protect proprietary information

- Do not violate intellectual property rights of the college or any third parties or disclose confidential or private information of the college or third parties.
- Communications on social media sites for college purposes must comply with all applicable University policies.

While we highly encourage the use of social media sites, UA-PTC requests that site developers follow recommended guidelines:

1. Correct mistakes . Be proactive and maintain transparency. It's always a good idea to be quick in solving mistakes made on social media.
2. Monitor the comments made on your page- Please be sure that administrators review and approve comments made on their page by other viewers. It is also up to you to delete spam, and report individuals who become offensive to the Office of PRM,
3. Keep content relevant to your objectives/audience- Keep the sharing of other organization's posts to a minimum. The followers of your page are interested in seeing information and content that you generate as part of your department's purpose. Keeping posts close to home will ultimately help build credibility.
4. Think before you post. Search engines will turn up posts and pictures long after the publishing date. Comments may be archived.
5. Maintain confidentiality. Do not post confidential or proprietary information about UA-PTC, its students, its alumni, or fellow employees. Use your best judgment and always follow the college's policies.
6. Frequency. Assign an administrator who regularly checks the content. Be sure not to overwhelm your followers with too many updates. Contact the Office of PRM if you have questions about what your site frequency may look like based on your audiences.

### **Media Interaction**

Social media may generate interest from the press (print, television, radio, online). If you are contacted in any way by a member of the media about a college-related posting, you are required to immediately contact the Office of PRM before responding.

### **Posting on Personal Sites**

Employees are encouraged to share college news and events that are a matter of public record, with their family and friends. We strongly advise linking straight to the information source as the most effective way to pass along news on personal sites and to avoid potential issues with copyright infringement.

Do not use the college logo or name to promote or endorse any product, cause or political party or candidate; and make it clear that you are speaking for yourself and not on behalf of the college. A disclaimer, such as, "the views expressed on this [blog; website] are my own and do not reflect the views of my employer," may be appropriate.

### **Business Cards**

College business cards send a powerful visual message about the institution. Because it is universally used, it's an important foundation of the college's visual identity and must adhere to identity guidelines. Please contact the Office of Human Resources for order information.

### **Global Email**

Global emails, all faculty/staff emails, can only be initiated by The Chancellor, The Vice Chancellor of Advancement, The Provost, The Office of PRM or The Chief Information Officer. Anyone needing a global email sent must submit

their request to The Office of PRM for approval and process.

**Priorities**

Not all requests may be met by the Office of PRM given the limit of time and resources, as well as other priorities to fulfill its mission but all efforts will be made to provide the best service possible to the needs of the college.

**5.1 PROCEDURE**

<b>REQUIRED APPROVALS</b>	<b>NAME/SIGNATURE</b>	<b>DATE</b>
Originator(s) Name(s)	Public Relations and Marketing	1-1-19
Ratified by	College Council	3/15/2019
Recommended by Chancellor (Signature)	Margaret Ellibee	3-15-19

