

ALCORN STATE UNIVERSITY Social Media Policy and Guidelines

Policy and Purpose

It is the policy of Alcorn State University (University) to create, approve, manage and use social media accounts on various platforms to initiate new conversations, promote and protect the University, respond to feedback and maintain an active dialogue with members of the University community and with the public at large. In order for this experience to be valuable for all involved, the University has developed the Social Media Policy and Guidelines, which is inclusive of other university policies and guidelines.

The University's goal and vision for social media is to enhance communication, engagement, collaboration, and information exchange in support of its mission. The University's voice in the social media environment should be similar to its style in printed publications — conversational, friendly, and approachable. It is important to be respectful of all audiences participating and interacting with the University via social media. University employees, students, departments, student organizations and affiliated entities must seek permission and written approval from the Office of Marketing and Communication prior to engaging on social media platforms associated with the University.

Account Recognition

Alcorn State University recognizes three types of official university social media accounts:

- University Official
- Office Unit/Departmental (Sub-units)
- Event-driven

The University's official social media handle is @AlcornStateU. All existing accounts prior to adoption of this policy must comply and receive official recognition. Accounts are not considered officially associated with the University unless they have been approved by the Office of Marketing and Communication. Accounts should not be created for each specific academic major or program.

Account Creation

University social media accounts must be created and administered by a University department head with the approval of the Office of Marketing and Communications. Account Administrators must receive written approval from their supervisor and department head. Students may not be named as account administrators but may serve as account influencers or ambassadors.

Approval of Accounts

The Office of Marketing and Communication oversees the approval and recognition of official University social media accounts and account administrators. Any office or department wishing to create an account should submit the Social Media Account Creation Request Form to the

Office of Marketing and Communication that includes but is not limited to the following information:

- Department/event name;
- Account administrator's name and contact information;
- Social media platform (i.e. Facebook, Twitter, etc.);
- User name or page URL (i.e. Facebook.com\AlcornStateU);
- Email address specified on the account (Email addresses must be an @alcorn.edu address, except Google-based social media services may use an @gmail.com email account that is created and managed by the Office of Marketing and Communication. Personal email accounts should not be associated with University social media accounts.);
- Intended use and purpose of the account; and
- Screen name or handle, which should begin with or include "Alcorn" "ASU" or "Braves" e.g. @AlcornAdmissions or @AlcornAg).

Account Management

University employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. All account names, usernames and passwords must be registered with the Office of Marketing and Communication. An approved account listing can be found [here](#). Department heads and account administrators are responsible for removal of content that violates any University conduct policies and initiating disciplinary action if warranted.

Should an account administrator leave the University for any reason or request to be removed as an account administrator, it is the administrative department head's responsibility to designate another University employee to be an account administrator and to remove the administrator's account permissions. The Office of Marketing and Communication must be immediately (within 24 business hours) notified in writing when such a change occurs, and the change should be notated on the Exit Clearance Process Forms.

Account Revocation

The Office of Marketing and Communication may revoke the status of any social media account associated with the University if the account is deemed out of compliance with this policy or any other relevant University policy. Non-compliance includes, but is not limited to, the following:

- Posting of inappropriate/irrelevant content or content that is not consistent with the University's social media account content guidelines;
- Failure to submit required information to the Office of Marketing and Communication;
- Failure to actively maintain the account (dormant and inactive for 30 days or more); or
- Failure to comply with other University policies or directives.

Guidelines

The purpose of Alcorn State University's social media accounts is to promote the University, to initiate new conversations, respond to feedback, and to continue an active and positive dialogue with students, prospective students, alumni, faculty, staff, the general public and supporters of the University.

The University supports the engagement of these audiences in the social media space. In order for this experience to be mutually beneficial and respectful to all involved, the University reserves the right to request the removal and/or to remove any content it deems inappropriate.

The following types of posts or comments are subject to editing, deletion, or requests for removal:

- Profanity, racist, sexist, discriminatory or derogatory content;
- Those that insult or attack any group or individual;
- Those that are false or misleading or that are unrelated to the original post;
- Harassing, abusive or threatening content;
- Those that could be perceived as defamatory or libelous;
- Advertisements;
- SPAM;
- Those supporting or opposing a political candidate or initiative;
- Content that infringes upon the University's trademarks and service marks;
- Those that appear to violate intellectual property rights;
- Content that may violate local, state, or federal laws or regulations; or
- Those that contain unsanctioned links or tags.

*****Violations may lead to poster being blocked, banned or muted.*****

Social Media Dos and Don'ts Recommendations:

Do:

- Seek approval and training from the Office of Marketing and Communication
- Have authorization to post on your department's behalf
- Protect confidential and proprietary information, including FERPA and HIPPA information
- Respect intellectual property and fair use rights and laws
- Ensure the security of social media accounts (e.g. Use a strong password and two-factor authorization when available.)
- Allow others to share thoughts and opinions• Be respectful and thoughtful
- Be consistent and timely
- Be accurate and truthful

Don't:

- Post private, restricted, or sensitive information
- Repost, retweet, or share negative or inappropriate comments

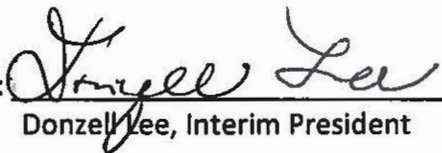
- Engage in arguments or negative dialogue
- Represent your personal views as those of the University
- Use images that are too small to be easily recognized in a browser or on mobile devices
- Design your own department logo that is not recognizable as being affiliated with the University's brand identity
- Use the University's logo or any other protected University images on personal social media sites, products and/or services without permission

For additional information, contact gosocial@alcorn.edu.

Review

The Vice President of Marketing and Communication is responsible for the review of this operating policy every two years or as needed.

Reviewed and approved by the University Cabinet on April 12, 2019.

Approved by: 
Donzell Lee, Interim President

4/12/2019
Date