



Policy Title:	Social Media
Policy Number:	UNIV-408
Revision Date:	January 2020
Policies Superseded:	None
Policy Management Area:	University Marketing and Communication

SUMMARY:

This policy has been established to ensure the messages sent out on University social media are consistent and properly portray and promote the institution. The use of social networks, apps, and blogs such as Facebook, Twitter, LinkedIn, Instagram, and YouTube is increasingly common for University communicators. These tools have the potential to create a significant impact on organizational success and reputation. This policy applies to all social media platforms hosted by Coastal Carolina University faculty, staff, and/or students for official business purposes of the University.

POLICY:

I. DEFINITIONS

- A. Digital advertising/marketing – All email marketing; search engine marketing; social media marketing; domain names and external websites; more general types of display; and internet and mobile advertising for which payment is made.
- B. Student organization accounts – Accounts of student organizations that are officially registered in the Office of Student Life.
- C. Unaffiliated accounts – Accounts that represent groups of users that may have a common interest and identification with the University, such as students, parents, alumni, and fan groups. These accounts are not officially recognized by the University.
- D. University accounts – Official University social media accounts created and managed by University Marketing and Communication.
- E. University-recognized accounts – Accounts of official University divisions, departments, programs, organizations, or official University roles registered with University Marketing and Communication.

II. TYPES OF ACCOUNTS

A. University Accounts

1. This section applies specifically to social media accounts created by University Marketing and Communication for the express purpose of representing Coastal Carolina University groups, departments, programs, entities, and events, and does not apply to private social media accounts.
2. University entities can request to have posts made on their behalf on the University Accounts by emailing marketing@coastal.edu.

Requests will be accommodated with the following factors in mind.

- a. University entities may receive up to two postings per academic year.
- b. The mission of sharing the University's broad story and history, along with the current posting schedule of the main account(s).

Additional strategies to sharing your content include posting on your own channels, having your posted content shared by University accounts, or tagging University accounts in your post.

3. Non-University related content, events, or campaigns will not be promoted on University social media accounts.

B. University-recognized Accounts

1. University-recognized accounts are those that are created by, and are maintained by, official University divisions, departments, programs, organizations, and/or official University roles. To gain status as a University-recognized account, the account administrator must register with University Marketing and Communication.
2. To be a University-recognized account, the account must meet the following requirements:
 - a. Have two employees as account administrators, one of whom must be a full-time employee.
 - b. Agree to abide by University policies UNIV-406 Collegiate Licensing and UNIV-450 General Usage-Networking and Computing.
 - c. Represent an official University department, program, division, or organization.

C. Student Organization Accounts

1. Student organization accounts are those that are created and maintained by organizations, clubs, or groups of students at CCU. These accounts are not administered by University faculty or staff.

2. Student organization accounts are permitted to use University trademarked logos on their account, but are required to comply with UNIV-UCOM 406 Collegiate Licensing.
3. Student organizations are required to follow University policies, guidelines set forth in the Student Organization Handbook, and requirements established by the Office of Student Life.

D. Unaffiliated Accounts

These accounts contain subject matter relating to CCU, but are not created by nor administered by the University, its departments/divisions, or affiliated organizations. The University does not manage or control the content posted to these accounts.

III. SOCIAL MEDIA REQUIREMENTS FOR UNIVERSITY AND UNIVERSITY-RECOGNIZED ACCOUNTS

University Marketing and Communication will maintain a website for social media that includes a list of University accounts and University-recognized accounts, including the sites and the contact information for the relevant administrators, the process for registering to be a University-recognized account, and a link to this policy.

- A. Content posted to, communicated by, or appearing on social media accounts must comply with all applicable federal, state, and local laws and regulations, as well as all University values and policies. The University reserves the right to require removal of content in violation of these standards, including, but not limited to, content that is deemed threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- B. The Coastal Carolina University name may not be used to promote personal opinions, products, causes, or political candidates. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. When appropriate, University employees are encouraged to include a statement: "This is my personal opinion and not necessarily that of the University."
- C. University employees may not profit from a University account or University-recognized account.
- D. The account administrator is responsible for developing, managing, and monitoring the account. This person is also responsible for removing content that may violate this or any other University policy.
- E. Paid digital advertising is not allowed without prior approval of University Marketing and Communication.

IV. DISCLAIMER

Coastal Carolina University does not endorse any product, service, opinion, or content from third parties that may be published on the social media site.

V. RELATED POLICIES

- UNIV-483 Data Privacy, Classification, and Protection
- UNIV-406 Collegiate Licensing Program
- UNIV-450 General Usage - Networking and Computing
- UNIV- 477 Free Speech, Solicitation, and Promotional Events
- UNIV-409 Ethics Act

For more information, contact University Marketing and Communication.