



Policy Title: Social Media	
Policy Number: UNIV- UCOMM 408	Policy Approved: January 2011
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Policy Management Area: University Communication	

SUMMARY:

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. With this understanding, Coastal Carolina University has invested much in social media excellence. Guidelines have been established to ensure the message sent out on University social media is strong and consistent, this policy applies to all social media platforms hosted by Coastal Carolina University faculty, staff, students and alumni for official business purposes of the University. Coastal Carolina University has developed this policy to properly portray, promote and protect the institution.

POLICY:

I. POLICY

A. SCOPE

This policy applies specifically to social media accounts created for the express purpose of representing Coastal Carolina University groups, departments, programs, entities and events and does not apply to private social media accounts.

B. The University reserves the right to require removal of inappropriate use of University logos or marks on private social media accounts.

C. The Office of University Communication will maintain a website for social media that includes the process for approval of social media accounts, a list of approved sites and the contact information for the relevant administrators, as well as a link to this policy.

- D. This policy requires that all social media accounts representing Coastal Carolina University will:
1. Be reviewed and approved by the Office of University Communication before any content is posted;
 2. Will comply with the social media account setup guidelines addressed in section VI of [UNIV-ITS 450: General Network and Computing](#);
 3. Utilize the proper grammar and conventions that one should expect from an institution of higher learning.
 4. Be subject to review by University administration. Inappropriate, offensive, injurious and illegal content, or other such conduct that is reflected on the site, may be removed by the University and the account may be modified or terminated; and
 5. Apply best practices for social media accounts.
 6. Be regularly updated and maintained.

II. CCU SOCIAL MEDIA ACCOUNT GUIDELINES

- A. Use good judgment regarding content- :
1. Respect privacy and copyright laws
 2. Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations
 3. Do not include confidential or proprietary information about the University, its faculty, staff or students.
- 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 social media account.
- D. The poster of content to any University social media site, agrees that:
1. Ownership or control the rights to that content are retained by the poster
 2. That use of the content is protected fair use
 3. That misleading or false information will not knowingly be provided,
 4. and That the University is indemnified and held harmless for any claims resulting from the content.
- E. The University employee responsible for developing and/or managing the social media account is also responsible for monitoring the site. This person is responsible for removing content that may violate this or any other University policy.

- F. The University will have the right to remove any content for any reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- G. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, always include citations. Provide a link to the original material if applicable.
- H. All marks representing the University must be in accordance with University graphic standards found on the Office of University Communication website (<http://www.coastal.edu/marketing/advertising.html>).
- I. Original photography and video for use on University social networks must meet a certain level of quality. Refrain from posting grainy, blurry, or shaky content. If in question, please contact University Communication.
- J. Media Releases - In general, media releases are not needed for an editorial use, but are needed for advertising. Therefore, signed releases are not needed for general social media posts. However, a signed release from individuals is needed if an image is to be used in digital advertising on any social networks.
- K. Social media users acting on behalf of the University must adhere to Family Educational Rights and Privacy Act (FERPA), Health Information Act (HIPA) and all University policies, found through the following links:
 1. FERPA: <http://www.coastal.edu/registrar/ferpa.pdf>
 2. Health Information Privacy Act: <http://www.hhs.gov/ocr/privacy/>
 3. [Faculty Professional Manual](#)
 4. [Student Code of Conduct](#)

III. ADVERTISING AND IN-APP PURCHASES

- A. Coastal Carolina University does not endorse any product or service, opinions or content from third parties that may be displayed on the social media site.
- B. University departments wishing to purchase advertising services from social media sites or from any type of publication, including but not limited to Geofilters and Facebook paid posts-, must follow all applicable rules and policies governing University marketing and the procurement and contracting considerations related to such services.
<http://www.coastal.edu/universitycommunication/marketing/advertising.html>
- C. Requests for approval must be directed to the Office of University Communication. To ensure that an advertisement targeted to an external audience is consistent in message and design with all other University communications, all advertising relating to and/or paid for by Coastal Carolina University must be placed and tracked through the Office of University Communication.

IV. COASTAL CAROLINA UNIVERSITY MAIN SOCIAL MEDIA ACCOUNTS

- A. University Communication maintains an account for each major social media channel that represents the University as a whole. These accounts are highly followed and have great influence.
- B. Departments and student groups can request to have posts made on their behalf on the main Coastal Carolina channels. These requests must be made to University Communication.
 - 1. Requests will be accommodated with the following factors in mind.
 - a. The content of the post/advertisement/message.
 - b. The amount of times the department/group has had content posted on the main accounts that academic year (campus entities can receive up to two posts per academic year).
 - c. The current posting schedule of the main account(s).
- C. Non-University related content, events, or campaigns will not be promoted on University social media accounts.

For more information, contact the Office of University Communication.