

# UNIVERSITY PROCEDURES

## TEXAS A&M UNIVERSITY-CORPUS CHRISTI

### 61.99.99.C0.04 Social Media Guidelines

*Approved: May 12, 2014*



---

#### Procedure Statement

---

The Marketing and Public Affairs/Communications Departments (MARCOM) at Texas A&M University-Corpus Christi are responsible for coordinating a consistent brand identity and overall management of university marketing and communication. Under the Division of Institutional Advancement, MARCOM maintains the University's official social media sites.

---

#### Reason for Procedure

---

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 order to protect the university's reputation and brand.

---

#### Definition

---

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.

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](#), [Flickr](#) and [LinkedIn](#).

---

#### Procedures and Responsibilities

---

##### 1. Responsibilities

- 1.1 All units shall engage MARCOM in creating a new social media site that is affiliated with the University. Additionally, all social media sites affiliated with the University must register with MARCOM as an official affiliate site. Official affiliate sites shall adhere to the best practices updated each quarter by MARCOM.

- 1.2 Units failing to comply with MARCOM requirements shall be required to bring all social media communications into compliance at the unit's expense. Social media communications that remain non-compliant shall be suspended immediately. Social Media sites not designated as official affiliate sites may not use the University's official marks on their sites.

## 2. Design and Style Guidelines

- 2.1 Social media sites must adhere to the University's design and style guides.
- 2.2 Social media sites must adhere to the copyright and intellectual property rights of others and of the University.

## 3. Conduct and Ethics Guidelines

- 3.1 As a representative of the university, it is imperative for you to maintain the same standards of conduct expected of all faculty and staff. 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 as soon as possible.
- 3.2 Social media sites must protect confidential and proprietary information. Do not post any private, restricted or sensitive information about the university and its students, staff, faculty or alumni. Types of private information include FERPA-protected student information, Social Security numbers, credit card numbers and medical records.
- 3.3 Ensure the security of your social media account. A compromise of your account can lead to malicious entities posting inappropriate or even illegal material on your behalf. This could lead to reputational risk to the university. If you post on behalf to social media sites of the university, be sure to use a different password for each of your official, personal, and university provided social media accounts.
- 3.4 Obey the Terms of Service of any Social Media platform employed.
- 3.5 Adhere to guidelines set out by Texas Department of Information Resources (<http://www.dir.texas.gov/management/socialmedia/pages/guidelines.aspx>)

## 4. Outside Vendors

- 4.1 Affiliate sites cannot advertise on behalf of outside vendors, unless expressly approved by the Vice President for Institutional Advancement.

---

## Related Statutes, Policies or Requirements

---

- University Rule 09.02.99.C1, Use of University Name and Indicia
- University Procedure 09.02.99.C1.01, University Identification Guidelines

- University Procedure 61.99.99.C3.01, Marketing and External Communications
  - University Procedure 61.99.99.C0.01, University Information
- 

## **Contact Office**

---

- For clarification and interpretation: Office of Communications and Public Affairs
- Responsible university official: Vice President for Institutional Advancement