
Marketing, Athletics & Enrollment

Policies

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Social Media Policy

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Policy Timeline

Initial Effective Date: July 1, 2024

Frequency of Review:

☐ Semiannually (twice per year)

☐ Annually

☒ Biennially (every two years)

☐ Other: _____

Date(s) Revised: _____

Policy Overview

Social media is an essential communication channel in today's world. The audiences that UHSP serves (students, alumni, prospects, etc.) live and work on a wide variety of social media platforms, and we must meet them where they are.

As such, the University allows for the use of social media – in its many forms – to reach our various audiences with timely and relevant information.

This policy outlines UHSP's social media purpose and provides guidance around how to manage official University social media accounts to ensure a strong and consistent social presence.

Applies to: (examples—Faculty, Staff, Students, etc)

Faculty, staff and student organizations

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Definitions: (optional; suggested for terms that have specialized meaning in the policy)

<u>Term</u>	<u>Definition</u>
Institutional Accounts	Official social media accounts of University of Health Sciences and Pharmacy in St. Louis, representing the university and all its programs, services and community members, maintained by the university's marketing department.
Institutionally Affiliated Accounts	Official University accounts specific to sharing information of a college, department or team at UHSP. They exist as secondary support to primary Institutional Accounts, weaving brand messaging and values into their content targeted to more niche audiences.
Student Group Accounts	Accounts for student organizations and groups (specific graduating classes) on campus, existing to highlight and promote student engagement, providing opportunities for further connection.
Personal Accounts	Social accounts unofficially associated with the University but managed by members of the community who are promoting the University or their expertise.
Active Account	An account that follows best practices and community guidelines for the platform, sharing original content or contributing to community-building efforts by engaging with other users on a regular and sustained basis.
Inactive Account	An account that does not actively participate in community-building efforts by engaging with other users regularly or sharing original content on a regular basis.

Policy Details

I. WHY THE UNIVERSITY MAINTAINS A SOCIAL PRESENCE

UHSP maintains a social presence to build brand awareness, boost community engagement and drive recruitment. Doing so allows us to act as a source of accurate and timely information for a range of critical audiences. The University's official social media presence serves as an extension of other branded messaging and should align with other institutional marketing efforts.

II. OBJECTIVES AND GOALS

UHSP will maintain a cohesive brand identity throughout its social presence to serve as a touch point for new audiences while providing opportunities for connection and community cultivation within existing audiences by accurately depicting the University experience.

III. TYPES OF UNIVERSITY SOCIAL MEDIA ACCOUNTS

Definition: A University social media account is classified as an account on any social platform which represents an entity of the institution, such as a department, team or organization. UHSP has a collective social media presence that may be divided into three categories:

- a. **Institutional Accounts:** Official social media accounts of University of Health Sciences and Pharmacy in St. Louis, maintained by the University's marketing department. This account type requires high-level standards and requirements for content creation and management, as it is the primary external representation of the University.
- b. **Institutionally affiliated accounts:** Official University accounts specific to sharing information of a department, group or team at UHSP. They exist as secondary support to primary Institutional Accounts, weaving brand messaging and values into their content targeted to more niche audiences.
 - i. **Limitations:** Institutionally affiliated accounts are reserved for athletic teams and select departments. To be considered for this account type, the following criteria has to be considered:
 1. *Longevity:* Will the account and content it promotes be useful beyond a single person or moment in time?
 2. *Growth:* Is there potential for a large, sustained following?
 3. *Maintenance:* Is there a representative willing to designate the time required for basic account maintenance?
 4. *Messaging:* How will this account support the University's overall messaging and institutional goals? How do the needs and goals for this account differ from Institutional Account objectives?See our Social Media Account Considerations resource for additional guidance.
- c. **Student group accounts:** Accounts for student organizations and groups on campus (I.e. specific graduating classes), existing to highlight and promote student engagement, providing opportunities for further connection.

Areas: Examples of social platforms these accounts may be found on include, but are not limited to: Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube.

Procedures

I. SETTING UP AN ACCOUNT

a. Profile Standards

See Social Media Account Registration for additional guidance.

i. Institutional and Institutionally Affiliated Accounts

Individuals interested in creating and maintaining an official University social media account must first reach out to the Office of Marketing and Communications for approval and guidance. Profile names are required to include "UHSP" and identifying keywords. Profile information must comply with University brand standards by using official logo marks, colors and University language to indicate they are official UHSP accounts.

ii. Student Group Accounts

While the Office of Marketing and Communications is not required to approve account set up and profiles of Student Groups, they must self-report their social media presence and point of contact to the Student Engagement Coordinator when updating their contact information annually each April. Social media best practices encourage using the organization's logo in profile pictures to make them easily identifiable. The University's marketing department must be consulted for use of any official institutional logos. It is recommended to include "UHSP" in addition to any identifying keywords of the organization in profile names and titles for searchability and affiliation.

b. Permissions

Each account must have two designated account managers. Trusted individuals (i.e. students, faculty, staff, alumni) may temporarily be given account access for content creation efforts, but the appropriate security measures should be taken afterwards.

i. Institutional and Institutionally Affiliated Accounts

At least one manager is required to be a UHSP staff or faculty member. Additionally, it is recommended that a department admin or a representative from UHSP's Office of Marketing and Communications be included as an administrator on any social account that maintains a University-affiliated presence in case of emergency.

ii. Student Group Accounts

It is advised for each Student Group account to have two designated account managers for basic account upkeep and security purposes. Additionally, the organization's advisor (i.e. faculty or staff member) should have up-to-date login credentials to each account in case of emergency and to help transition ownership to new organization leadership each year.

c. Security

All institutional, institutionally affiliated and student group social media accounts must adhere to state and federal laws and regulations, in addition to University policies. Only public information may be posted on UHSP-related accounts. Establishing a two-factor verification process is recommended for account logins. If an account manager leaves the University, they must be removed and signed out from all accounts, followed by a password change. The same protocol should be followed for individuals given temporary account access.

II. ACCOUNT MAINTENANCE

a. Roles

Each team or department is responsible for owning and maintaining their respective University-affiliated account. By accepting ownership of a social media account, each team acknowledges that following the protocol below is critical to maintaining the University's overall presence. Not following or adhering to these procedures can diminish the legitimacy, accuracy and relevancy of the University and its brand.

b. Professional Conduct

i. Institutional and Institutionally Affiliated Accounts

Professional conduct is required when managing an official University account, as it reflects the institution. Avoid posting personal opinions when speaking on behalf of the University or a group. Account managers speak for the University through these platforms and are expected to maintain key brand values in their messaging.

ii. Student Group Accounts

Students managing a Student Group account must abide by and follow conduct outlined in the Student Handbook and Student Organization Handbook.

c. Active Status

Maintaining active status is crucial to a successful account. Unresponsive, inactive accounts are harmful to the institution's image and may negatively impact the institution. An account that does not actively participate in community-building efforts by engaging with other users regularly or sharing original content will be deemed inactive. Active status can be maintained in a number of ways:

- Best practices vary based on platform but posting weekly is the recommended minimum posting schedule for maintaining activity.
- Regularly engaging with content shared by other users is an additional requirement for account growth and maintenance.
- Responding to messages in a timely manner is also critical, as most audiences expect responses within hours.
- Messages and comments should be reviewed and responded to if deemed necessary within twenty-four hours minimum.
- In the event of a crisis, The Office of Marketing and Communications should be informed as quickly as possible to advise next steps.

See our social media tips and tricks for guidance on how to stay active with various types of content and engagement.

i. Institutional and Institutionally Affiliated Accounts

Institutional and institutionally affiliated accounts are considered inactive after three months of no activity. A representative from UHSP's Office of Marketing and Communications will contact the account manager to discuss next steps and potential deactivation.

ii. Student Group Accounts

Active accounts follow best practices and community guidelines for the platform, sharing content or contributing to community-building efforts by engaging with other users. Student group accounts are considered inactive after one year of no activity. The University's Student Engagement Coordinator will contact a

representative of the organization to determine continued need for the account, discuss next steps and potential deactivation.

d. Active Records

Individuals permitted to maintain a University-affiliated social media account are expected to keep accurate records of those with account access and login information in a secure format. Both account managers and individuals critical to account maintenance should have access to these credentials. This is crucial to basic account upkeep and security. A representative from UHSP's Office of Marketing and Communications can be included as an admin user to help maintain active records.

e. Brand Standards

While account profiles (names, images, cover art) must comply with University brand standards and guidelines, there is more flexibility for posting and maintaining social accounts. It is encouraged to implement official colors, fonts and imagery when feasible, but understand that additional graphic elements and techniques will be needed to differentiate content and capture audiences. Account managers are expected to connect with the University's social media manager biannually to discuss best practices, performance and how their accounts play into the institution's overarching social strategy. It is encouraged to tag the University's profiles (@UHSPedu) in posts for exposure.

III. PERSONAL ACCOUNTS

University employees are encouraged to use their personal social media accounts to promote the University and their own expertise. As a personal account, your presence on social media should not emulate the brand or identity of UHSP. The use of official logos on personal profiles is prohibited and may create confusion for where to find the more accurate and current content associated with the University.

Responsibilities

<u>Position/Office/Department</u>	<u>Responsibility</u>
Office of Marketing and Communications	Oversees all UHSP social media activity Contacts institutionally affiliated account holders when accounts are inactive Approves and guides new institutionally affiliated account creation Social media contact
Student Engagement Coordinator	Maintains master list of student group social media accounts (active and inactive) Contacts student group account holders when accounts are inactive
Account Managers – Institutionally Affiliated Accounts	Reports their social media accounts to Office of Marketing and Communications Maintains active status of social account

Account Managers – Student Group Accounts	Must report their social media accounts to the Student Engagement Coordinator each April Maintains active status of social account
Student Group Advisors and Sports Information Directors	Holds administrator status and/or have login credentials for their respective student group or sports team accounts

Resources (required for any resource referred to in the policy)

Social media decision tree – do I have time for an account?

Social account registration

Platform guide – Facebook

Platform guide – Instagram

Platform guide – LinkedIn

Platform guide – Twitter / X

Social media resources

UHSP Brand Guide [link]

Policy Contacts

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POLICY APPROVALS

POC: Daniel Bauer ☒ **Approved** as to Form ☐ **Not Approved**
POC Chair Signature: *D. Bauer*
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Date: 04/22/2024

Policy Sponsor: ☒ **Approved** ☐ **Not Approved**
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Michele Hoefft (Jun 4, 2024 13:02 CDT)
Date: Jun 4, 2024

President: ☐ **Approved** ☐ **Not Approved**
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Brian Seiz (Jun 5, 2024 10:02 CDT)
Date: Jun 6, 2024

Board of Trustees: ☐ **Approved** ☐ **Not Approved** ☐ **Not**
Applicable
Chair Signature:
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