Texas A&M University-San Antonio

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Procedure Statement

Social media is a form of communication with social components and public communication channels, extremely visible to subscribers and non-subscribers alike across the world. The Office of University Communications of Texas A&M University-San Antonio provides assistance for the A&M-SA Community (faculty, staff and students) when they create and participate in social media with University affiliation, especially those forms of communication meant for public consumption and/or visibility. The University President and members of the A&M-SA Executive Team shall be notified of the creation of new social media pages affiliated with A&M-SA as they are approved by University Communications. Note that A&M-SA employees and students who utilize any features developed for commenting and interaction with the public at large remain responsible for ensuring their behavior is consistent with the University/System employee ethics policies and for students, those outlined in the Student Handbook.

Social media, by nature, changes constantly. As such, University Communications reserves the right to alter and make changes to this document as needed on issues concerning procedure, site monitoring, safety and protocol. Changes will be through the standard compliance for rules and procedures.

Official Procedure

1. GENERAL

    1.1 "Social media" is defined as any online media that provides users with interaction, discussion and commenting. This includes but is not limited to social networks (Facebook, LinkedIn), blogging, micro-blogging (Twitter), online classifieds, photos (flickrFlickr, Instagram), video (YouTube), website commenting features (i.e., on The Mesquite Student Newspaper and other online University-related media) etc.

    1.2 Employees and students of the A&M-SA community are responsible for behavior consistent with University employee ethics policies and for students, those outlined in the Student Handbook. This includes use and behaviors while using social media sites, especially but not limited to A&M-SA affiliated pages. Inappropriate content (as defined in University/System employee ethics policies and for students, those outlined in Student Handbook) posted online that is in violation of the Student Code of Conduct will be

referred to judicial action with the Office of Student Engagement & Success. Individuals and/or organizations may be held responsible, and may be asked to remove the content or shut down their social media account(s) by the Office of University Communications who oversees the account(s).

1.2.1 Note that entities such as The Mesquite Student Newspaper and the A&M-SA webpage do not function as social media forums, and, though mentioned in this procedure, are subject to separate governing documents. However, A&M-SA employees and students who utilize any features developed for commenting and interaction with the public at large remain responsible for behavior consistent with University/System employee ethics policies and for students, those outlined in the Student Handbook.

1.3 Each department and student group shall appoint an administrator for its social media activity and register with University Communications, providing contact information (registered student groups must provide contact information for advisor as well) and social media sites in use or to be developed. The administrator must review the Social Media Procedures with the Communications Specialist and sign the Social Media Procedures Receipt, confirming the understanding of the procedures and providing current contact information for the social media administrator. For Facebook, members of University Communications must be added as an Administrator to the page. For Twitter, and other facets of social media, University Communications must have on hand the current password for the social media account or be made aware if the password changes. This assists with the turnover as students graduate/leave the University and/or employees are no longer employed with the University. Twitter and other social media accounts will be monitored with the University's main account with Hootsuite.

1.4 The Associate Vice President of University Communications & Special Projects will oversee, and the Communications Specialist will be responsible for, the creation and coordination of all social media activity for the University itself, and will ensure the portrayal of a consistent and accurate message and branding of A&M-SA. The University President and members of the A&M-SA Executive Team shall be notified of the creation of new social media pages affiliated with A&M-SA as they are approved by University Communications.

1.5 Social Networking (e.g., Facebook, LinkedIn, Twitter, YouTube, Instagram, Flickr)

1.5.1 University Communications will create and manage official A&M-SA accounts on these services.

1.5.2 Requests to post specific content on official A&M-SA accounts may be sent to the Communications Specialist.

1.5.3 Users are encouraged to post their own comments and publicize events that are University-related to official University accounts and/or pages. Refer to the *A&M-SA Safe Practices and Tips for Social Media* document for suggested behaviors.

1.5.4 Other divisions, student organizations, or individual employees may request creation of information-based and/or customer service accounts after consulting with University Communications to determine if sufficient resources are available to maintain and monitor. Administrators will be provided with the *A&M-SA Safe Practices and Tips for Social Media* packet.

1.5.5 Content Management: University Communications will monitor the content and activity of these accounts for quality control purposes.

1.5.6 For Facebook, members of University Communications must be added as an Administrator to the page. For Twitter, and other facets of social media, University Communications must have on hand the current password for the social media account or be made aware if the password changes. This assists with the turnover as students graduate/leave the University and/or employees are no longer employed with the University. Twitter and other social media accounts will be monitored with the University's main account with Hootsuite.

1.6 Web-driven conversation tools (e.g., Twitter, micro-blog services)

1.6.1 University Communications will create and manage official A&M-SA accounts on these services.

1.6.2 Requests to post specific content on official A&M-SA accounts may be sent to the Communications Specialist.

1.6.3 Departments may request creation of information-based and/or customer service accounts if University Communications determines that sufficient resources are available to maintain and monitor. Administrators will be provided with the *A&M-SA Safe Practices and Tips for Social Media* packet Content Management:

1.6.4 University Communications will monitor the content and activity of these accounts for quality control purposes.

1.7 Video posting services (e.g., YouTube, Vimeo)

1.7.1 University Communications will create and manage official accounts on these services for A&M-SA.

1.7.2 Requests to post specific content on official A&M-SA accounts may be sent to the Communications Specialist.

1.7.3 Currently, the only approved video posting is the A&M-SA YouTube Channel managed by University Communications. Registered student organizations may start YouTube channels in accordance with the Social Media Guidelines; requests for separate channels by University departments or offices must be approved by University Communications to determine best use of resources. University

Communications must have the password to the account and be made aware if the password changes.

1.7.4 University Communications will monitor the content and activity of these accounts for quality control purposes.

1.8 Image posting services (e.g., Flickr, Picasa)

1.8.1 University Communications will create and manage official A&M-SA accounts on these services as deemed necessary.

1.8.2 Divisions and offices should request imagery for marketing use through University Communications.

1.9 Virtual environment (e.g., Second Life)

1.9.1 University Communications will create and manage official accounts on these services for A&M-SA.

1.9.2 Employees must be authorized by University Communications to participate and engage in activities on behalf of the University

1.9.3 Authorized employees who create avatars with the intent of using that avatar for University-related activity of any kind must inform University Communications of the avatar's name and other identifying information.

1.10 Mobile Applications

1.10.1 University Communications will create and manage official accounts on these services for A&M-SA.

1.11 Websites

1.11.1 University Communications will create and manage the official website for A&M-SA. Divisions and/or programs are responsible for providing current content through the Content Management System as managed by University Communications for assigned pages on the official University website. For the procedure of updating content on the main website, refer to the Website Procedures, or contact the Multimedia & Web Coordinator.

1.11.2 Student Organizations must register independent websites with Student Engagement & Success and University Communications and identify an administrator (see IV. Registered Student Organizations). Only registered pages will be allowed to have a link displayed on the University website, as determined by University Communications and Student Engagement & Success.

1.11.3 Content Management: University Communications and content approvers will monitor the content and activity of pages for quality control purposes.

2. PROCEDURES FOR CREATING AND MANAGING SOCIAL MEDIA PAGES

2.1 Divisions, offices or individuals wishing to create a social media presence should appoint an administrator to coordinate with University Communications in the creation and maintenance of social media. Administrator should be an individual who is appointed by the Division Head and/or the appropriate member of Executive Team.

2.1.1 The administrator will receive the *Social Media Procedures* and *Safe Practices and Tips for Social Media* document from University Communications and sign the *Social Media Administrator Receipt*, to be filed with University Communications. Current administrator contact information must be updated with University Communications in the instance of any change.

2.2 Maintenance: Content should be kept updated and relevant to the medium, audience and to A&M-SA.

2.2.1 Unmanaged content, including inappropriate or out-of-date postings, places the reputation of A&M-SA and its affiliated social media at risk.

2.2.2 University Communications will monitor sites for activity. If a site has no activity for six months, University Communications may ask administrators to remove the account or request the appointment of different administrators.

2.3 Quality Control

2.3.1 Information and imagery made public through social media should conform to guidelines published in the *A&M-SA Publications Standards Guide*. Use of slang or shorthand is discouraged when representing the University.

2.3.2 Comments from users will not be deleted unless it is considered a link or misleading call-to-action to a malicious spyware/phishing website/social media, for-profit businesses advertisements that are not connected with the University, and obscene/pornographic materials.

2.3.3 Complaints, comments, inquiries, suggestions etc. will not be deleted and directed to specific departments for a response as appropriate.

2.4 Security: Take steps to ensure security of accounts.

2.4.1 All passwords should be changed every 30-60 days for safety issues. University Communications must have the password to social media accounts and be made aware when the password is changed. For Facebook, University Communications will be added as an Administrator.

2.4.2 Privacy settings suggestion: Consider setting administrator and privacy levels to control and approve posted information before it is made public. Pages should be monitored as often as needed, depending on the traffic and frequency of postings on the site.

2.5 Questions, concerns, and problems should be addressed to the Communications Specialist.

3. REGISTERED STUDENT ORGANIZATIONS

3.1 Registered Student Organizations are subject to the A&M-SA Social Media Procedures for creating and maintaining a group social media account, as specified below. Registered student organizations enjoy special privileges from the University; social media pages are one such privilege. Activity and behavior with social media is subject to behavioral standards as stated in the Student Code of Conduct. The *A&M-SA Safe Practices and Tips for Social Media* document contains suggestions and helpful information for anyone engaging in social media.

3.2 Before going public with their social media accounts, each registered student organization that wishes to create a A&M-SA affiliated social media account will receive the Social Media Procedures and submit a receipt to the Office of University Communications agreeing to follow the Social Media Procedures and providing the following information:

3.2.1 Names and contact information of the social media administrators, including student organization advisor. NOTE: Current administrator contact information must be updated with University Communications in the instance of any change of office or status.

3.2.2 Web address and/or name of social media pages/accounts.

3.2.3 University Communications will have the password to the social media account and be made aware of any password changes. For Facebook, University Communications staff will be added as Administrators.

3.3 University Communications will monitor the content and activity of these accounts for quality control purposes.

3.4 Advisors: Registered Student Organizations with faculty/staff advisors will be asked to create their advisor as an administrator and keep the advisor informed of the primary social media administrator(s). It is the primary responsibility of the student administrators to ensure that access to social media accounts is transferred to new officers/administrators. Advisors serve as the secondary means of ensuring accessibility to accounts.

3.5 Deactivation: Registered student groups who fail to meet the requirements of the Office of Student Engagement & Success and/or to complete yearly registration may be required

to deactivate social media accounts pending compliance with Student Engagement & Success.

3.6 Administrators: Student Organization Administrators must file the Social Media Procedures Receipt with University Communications as often as the organization elects or appoints the administrator. Contact information must be kept current with University Communications and Student Engagement & Success.

    3.6.1 Note: Facebook allows for multiple administrators on a page. Each administrator, including advisors, must have a personal Facebook account to be a social media administrator. University Communications staff will be added as Administrators.

3.7 Student Code of Conduct: Activity and behavior with social media is subject to behavioral standards as stated in the Student Code of Conduct. Students may be subject to disciplinary action for inappropriate activity on social media sites.

Appendix

A&M-SA Safe Practices and Tips for Social Media Behavior

Forms

Social Media Procedures Receipt

Contact Office

University Communications (210) 784-1100