



LP 11.2

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Policy Owner:
Board of Trustees

Policy Administrator:
University Relations

Affected Parties:
Employees

Table of Contents:

- 1 Summary
- 2 Definitions
- 3 Individuals covered by this policy
- 4 Policy
- 5 Getting started
- 6 Policy Revision History

Social Media

1 Summary and objectives

Lander University utilizes social media accounts to connect and engage with current and prospective students, alumni, families, faculty, staff, local community members, and others by sharing the experiences of life at Lander University and beyond.

This policy provides guidance to university employees and students on official university social media account usage to maintain professional, consistent messaging through the university's social media profiles and clarifies the appropriate use of official social media channels.

2 Definitions

- 2.1 **Social Media:** Web-based communication tools that enable individuals to interact with each other by sharing and consuming information. Social media tools include, but are not limited to, Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, TikTok, blogs, and podcasts.

3 Individuals covered by this policy

- 3.1 Individuals authorized to communicate on behalf of the university administration through university social media accounts.
- 3.2 All Lander University faculty, staff, and students who are employed by the university and who represent the university through its official social media accounts.
- 3.3 This policy does not cover the above-mentioned individuals' use of personal media accounts.

4 Policy

- 4.1 All official Lander University social media accounts must be registered with the Office of University Relations.

4.2 A minimum of two employees (excluding student employees) must have access to every official Lander University social media account, including those accounts managed by student employees.

4.2.1 One of the two employees must be a representative from the Office of University Relations.

4.2.2 If the account is managed by a student employee, one of the two employees must be a faculty or staff supervisor for that department.

4.3 Social media should be used to enhance Lander University's core values, be consistent with its strategic plan, and not be used to harm or misrepresent the university.

Examples of situations where social media use can create unintended harm include:

- The sharing of personal information. "Personal information" is not limited to texts; it includes any shared photos that should be reviewed to ensure that the foreground and background of the photos does not expose confidential information.
- The "retweeting" or "sharing" of a post from another account. Careful consideration should be given to circulating any shared content that contains outside photos and links; such photos should be reviewed to ensure that the content will not reflect negatively on the university.
- Personal use of official university social media accounts. Always ensure that a social media user is not logged in under any official university account(s) when using social media on a personal basis to prevent any interaction on non-university-related content.

4.4 The posting of confidential information about Lander University students, faculty, staff, and/or alumni is prohibited. Only public information may be posted on university social media accounts. A social media user should not post anything on university social media accounts that they would not present in a public forum.

4.5 All posts published from a Lander University official social media account should be free of factual and grammatical errors.

4.6 Any content posted to an official Lander University social media account by members of the public is subject to removal without notice.

4.7 Official university social media account administrators are encouraged to interact with other university account holders through commenting, tagging, mentions, shares, etc. These cross-promotional activities create a unified perception and will often increase engagement for each account.

4.8 Students are not permitted to post content to an official university social media account without first reviewing the content with a supervising faculty/staff member (see Sections 4.2, 4.2.1, and 4.2.2, above).

5 Getting Started with an Official Lander University Social Media Account

5.1 Setting up an account

Any potential social media user needing assistance in determining whether creating a social media account for their department, organization, club, etc. is an appropriate venture should reach out to Madison Herig, Marketing and Brand Strategist in University Relations.

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5.2 Managing an account

- 5.2.1 All university social media accounts should have an identified manager. The account manager should be willing to post regularly to keep the account from becoming inactive or inaccessible.
- 5.2.2 A back-up account manager should also be identified.
- 5.2.3 The Username/Title of the social media profile should include “Lander University” to make it easily searchable.
- 5.2.4 Any official university social media account profile photo should be unique, yet on-brand to the relevant department/organization within Lander University.

6 Policy Revision History

- First draft created by the University Relations Digital Content Producer on 5/23/2022.
- Reviewed and revised by University Relations staff and Policy Coordinator on 7/26/2022.
- Stakeholder review and provisional approval of policy on 7/27/2022.
- Final revisions applied by Policy Coordinator on 7/27/2022.
- Reviewed by Board of Trustees Policy Committee on 8/1/2022.
- Approved by the Lander University Board of Trustees on 9/13/2022.