Augusta University
Policy Library

Social Media Policy

Policy Manager: Division of Communications & Marketing

POLICY STATEMENT

This policy limits authority for representing Augusta University and AUHealth (hereafter "AU") in an official capacity through social media channels. It is intended to clarify expectations for authorized personnel acting on behalf of the organization, not to constrain individual freedom of speech or expression.

Online communities and social media represent potentially valuable resources for AU faculty and staff in performing their job duties, and AU employees are encouraged, when appropriate, to take advantage of the wide variety of social media tools available to them. As is true in other, traditional media, when participating in online communities and social media as part of their job duties, employees must comply with AU policies and guidelines.

Official and recognized channels are responsible for publishing content in accordance with federal (e.g. FERPA and HIPAA), state, and local laws, regulations, and the values, policies, procedures, and Standards of Conduct of Augusta University and its affiliated organizations.

If channels employed by AU allow user comments, the channel manager should employ spam-blocking tools and actively monitor and manage the comments. If the channel is assigned as student work, the faculty member assigning the work should monitor the comments/discussion to enforce editorial and conduct standards that would be applied to a live classroom.

AFFECTED STAKEHOLDERS
Indicate all entities and persons within the Enterprise that are affected by this policy:

☒ Alumni ☒ Faculty ☒ Graduate Students ☒ Health Professional Students
☒ Staff ☒ Undergraduate Students ☐ Vendors/Contractors ☐ Visitors
☐ Other:

DEFINITIONS

App – Abbreviation for application, typically a small, specialized program downloaded onto mobile devices to interact with social media or other platforms.

Channels – Social media resources, including, but not limited to accounts, applications, profiles, pages, etc., that allow users to share information with each other across one or more platforms. Examples of popular platforms include Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Reddit, Twitter, and YouTube. This policy categorizes channels as follows:

Official Channels – This category includes channels that obtained written approval by the Division of Communications and Marketing (hereafter "DCM") to represent AU. They are expected to be in full compliance with this policy and AU social media guidelines and listed in the AU Social Media Directory. Each channel requires an identified account administrator to be responsible for the management and maintaining of the channel, and to act as a direct point of contact for DCM.

Unofficial Recognized Channels – These are channels belonging to recognized affiliates of AU which are not subject to AU editorial control, are not listed in the AU Social Media Directory and are not authorized to speak on behalf of AU in an official capacity. Owners of and contributors to these accounts are individually responsible and accountable for their content and behavior. At least one owner of the channel must be an employee of AU and keep a current point of contact on file with DCM.

Examples include but are not limited to the following:
- Student Organizations
- Faculty Clubs
- Alumni Boards
- Institutional Organizations
- Philanthropic Organizations
- Special Interest Groups

External Channels – This category includes all social media channels not listed above, including personal channels belonging to AU community members, such as faculty, staff, students, volunteers, alumni, donors, athletic fans, etc. These accounts represent the individual views and beliefs of the channel owners. Channel owners with relationships to AU are encouraged to make it clear through an account bio or post that they are speaking for themselves and not on behalf of AU. AU assumes no responsibility for the content, opinion, views, or behavior reflected in such channels.

Channel Manager – As named by their department or department leadership, is an individual responsible for creating content, posting content, managing and maintaining a social media channel on behalf of AU. These individuals must be full-time employees of AU and are required to maintain compliance with AU policies and guidelines.

Facebook – Social media platform, used for both social and professional networking through text, photos, and video.

Instagram – Photo and video sharing social media platform.

LinkedIn – Professional social networking site used to connect with current and former coworkers, colleagues and classmates; many uses for Human Resources, can post job vacancies.

Pinterest – Virtual pin board that allows individuals to organize and share images and articles on the web.

Post – (n.) Content entry or update on a social media platform; (v.) To add or update content on a social media platform.

Snapchat – Known as a microblog style video and photograph sharing app. Allows users to share videos or photographs for up to 10 seconds. Used to share snapshots of events and people and messages.

PROCESS & PROCEDURES

Written approval from DCM must be obtained prior to an Official Channel or Unofficial Recognized Channel being launched or materially changed from its original purpose.

- To obtain written approval for an official use of social media the requestor (proposed Channel Manager or their supervisor) shall submit a work request to DCM via the work request form at augusta.edu/dcm/request.

- The requestor shall also complete and submit the Augusta University Social Media Strategy Worksheet to DCM at socialmedia@augusta.edu.

- At least one DCM staff member must be granted credentials to log into channels representing AU in an official capacity, and must have the ability to manage, administer, and remove the channel.

- Official Channels and Unofficial Recognized Channels are expected to use correct logos and images, available at augusta.edu/dcm.

- Channels not authorized by DCM must not be created by units of AU. Any existing unauthorized channels under control of AU units must be removed or surrendered to DCM immediately upon request.

REFERENCES & SUPPORTING DOCUMENTS

- Augusta University Social Media Guidelines – augusta.edu/dcm/social/guidelines.php

- Augusta University Social Media Strategy Worksheet – augusta.edu/dcm/social/documents/strategyworksheet.pdf

- DCM Work Request – augusta.edu/dcm/request

RELATED POLICIES

- **Acceptable Use of Information Technology** – augusta.edu/compliance/policyinfo/policy/acceptable-use-of-information-technology.pdf

- **Communications and Marketing** – augusta.edu/compliance/policyinfo/policy/communications-and-marketing-policy.pdf

- **Freedom of Expression** – augusta.edu/compliance/policyinfo/policy/freedom-expression.pdf

- **Individual Conflict of Interest** – augusta.edu/compliance/policyinfo/policy/individual-conflict-interest-policy.pdf

- **Intellectual Properties** – augusta.edu/compliance/policyinfo/policy/intellectual-property-policy.pdf

- **Outside Activities and Off-campus Duty** – augusta.edu/compliance/policyinfo/policy/outside-activities-off-campus-duty.pdf

- **Student Concerns and Complaints** – augusta.edu/compliance/policyinfo/policy/student-concerns-complaints.pdf

- **Student Medical Records Security and Confidentiality** – augusta.edu/compliance/policyinfo/policy/student-medical-records-security-confidentiality.pdf

- **Student Organization Solicitation and Fundraising** – augusta.edu/compliance/policyinfo/policy/student-organization-solicitation-fundraising.pdf

- **Use of Email as Official Means of Notification to Students** – augusta.edu/compliance/policyinfo/policy/use-email-official-means-notification-students.pdf

APPROVED BY:

Executive Vice President for Academic Affairs and Provost, Augusta University
Date: 1/21/2021

President, Augusta University   Date: 1/21/2021