



SOCIAL MEDIA POLICY 2024

Social media is a great way to connect with current and prospective students, alumni, parents, and members of our community. It has become an essential tool for driving engagement and encouraging involvement.

For any affiliation identified with Greenville University on social media such as personal blogs, Facebook, Instagram, LinkedIn, X, Snapchat, TikTok or Pinterest, a GU student or employee's social media activities should be consistent with the university's high standards of professional conduct and brand image.

- Anyone wishing to create a social media account affiliated with Greenville University are required to submit the "Social Media Request Form" prior to the account being created, consider the possible content and goals.
- All advisors/coaches/staff/faculty/club directors are responsible for their group's social media managers and for enforcing university social media policies.
 - Department Chairs are responsible for academic program accounts.
 - The Athletic Information Director is responsible for athletic team and athletic department related accounts.
 - The Directors of non-athletic clubs are responsible for their respective club accounts.
 - The Residence Life Director is responsible for residence hall and residence life accounts.
 - The Chief Student Experience Officer is responsible for student clubs.
- If the current designated social media manager no longer wishes to operate the account, the organization's advisor/coach/staff/faculty member must identify a new person for the role and communicate this change to GU's Social Media Director.

BEST PRACTICES

- Staff in management roles are discouraged from initiating friend/follower requests with employees they manage. Requests from an employee may be accepted if the manager/supervisor does not believe it will negatively impact the work relationship. Likewise, faculty should use wisdom regarding initiating friend/follower requests with their students, always being mindful of GU's mission of empowering students for lives of character and service.
- Any post using the university logo or brand style must accurately follow all university brand policies in the university style guide. Athletic accounts must accurately follow all university athletic brand guidelines.

- Any content using university logo or brand style that is against the style guide can be flagged for violating policies.
- Understanding that GU's social media channels must reflect our character and service mission, errors, omissions, and unprofessional or foul language, and inappropriate dress or lack thereof will not be tolerated. Explicit music is not tolerated. If your track contains curse words, language, sounds or imagery that is sexual, violent, or offensive in nature, it is considered explicit. If the song is labeled with an "E", that means it is explicit and you cannot use this song. Use of such words, music, and images may reflect poorly and result in liability for you or the university.
- Greenville University does not endorse people, products, services, or organizations on any social media platform.
- Unless the account has been approved by the Social Media Director, the social media name, handle or URL should not include the university's name or logo. Unapproved accounts will result in those accounts being terminated and reported.
- Do your best to only share relevant organization information.
- Keeping your account active. Post a minimum of 3x week and a maximum of 7x week. This can be 3-7 times a week over the course of 5-7 days.
- Be creative! Anything and everything can be content if used efficiently, and correctly.
- Know your audience, who you are trying to attract to your page and post with a purpose.
- Collaborate! Some platforms allow for collaborative posts which boost overall engagement with pages.