

3356-4-26 Social media management and engagement on official and affiliated university channels.

(A) Policy statement. The university recognizes the importance of social media as an evolving technology to communicate relevant information and enhance the university's reputation and profile.

(B) Purpose. To provide guidance for current and future use of official and affiliated university social media channels.

(C) Scope. This policy applies to individuals including university faculty, staff, volunteers and students, including student employees, who create for, contribute to, and/or are granted access to official or affiliated university social media channels.

(D) Definitions.

(1) “Social media” – internet-based applications that are accessible and scalable allowing users to post content on topics in various forms. Some forms of social media include: platforms, blogs, and mobile-based technologies that enable users to create and share content and engage with other users.

(2) “Official university social media channel” – any social media channel having a direct affiliation with the university. These include channels that are sponsored, controlled, or managed by academic departments, schools, and colleges; university offices, and academic and administrative leadership.

(3) “Affiliated social media channel” – social media channels created by a university-sponsored organization as part of its activities.

(4) “Post” – publication of content in any form on social media.

(5) “Collab/repost/share” – refers to any instance in which content created by one account or individual is distributed, co-published, or featured on another account’s social media platform.

(E) Parameters.

- (1) The university's office of marketing and communications shall establish, and when appropriate, revise guidelines and/or best practices for university-sponsored and affiliated social media channels. (Please refer to the university [social media webpage](#)).
- (2) Individual departments, colleges, programs, or administrative offices may establish additional guidelines specific to their areas of study or responsibilities. However, these guidelines must be reviewed and approved by the university's office of marketing and communications prior to implementation.
- (3) Official and affiliated university sponsored and social media channels and posts are subject to all applicable state and federal laws and regulations. These include, but are not limited to, the Family Educational Rights and Privacy Act (FERPA), Title II of the Americans with Disabilities Act and copyright law, university policies, guidelines, and best practices established by the office of marketing and communications, and "The Student Code of Conduct."
- (4) Information created and stored on official and affiliated university social media channels may be subject to Ohio public record law and public records requests.
- (5) The university's office of marketing and communications reserves the right to hide or delete comments, or to remove, mute, unfollow, or block users on any social media platform without notifying the affected user. If a comment needs to be deleted, it will be documented.

(F) Procedures.

- (1) Prior to implementation, each new official and affiliated university social media channel must be reviewed and registered with the office of marketing and communications. The office of marketing and communications shall be added as a social media administrator for each official social media channel for the purpose of providing

coverage during departmental transitions, which can result in lapses of maintenance or “lost” accounts.

- (2) Each official and affiliated university social media account shall have a full-time university employee as an account manager. The account manager is responsible for ensuring compliance with this policy and all other relevant university policies.
- (3) Those who create or post content on an official or affiliated university social media channel are expected to follow digital accessibility standards as defined in rule 3356-4-22 of the Administrative Code (university policy 3356-4-22, “Digital accessibility standard”).
- (4) Individual users may not instigate collabs from their personal accounts with official and affiliated university accounts. Content originating from personal accounts should not be reposted, shared, or featured on official and affiliated university channels unless it reflects the mission, vision, and values of the university and complies with brand standards.
- (5) Individual users may not use personal accounts to contact, direct message, or collect contact information from prospective students, or members of the public in an official university capacity. All official communications must occur through approved official or affiliated university channels.

(G) Enforcement. Noncompliance with this policy will be referred for review by the appropriate supervisory authority and may result in corrective action, including, but not limited to, termination of employment.