

*Charleston Southern University (CSU) students, faculty and staff are expected to perform their duties and conduct themselves in a manner consistent with Charleston Southern's biblical values and in a manner which reflects favorably on the university. All social media posts contribute to the university's brand and should communicate a professional image.*

## **1. Charleston Southern University's Official Social Media Accounts**

- The university's official Facebook, Instagram, LinkedIn, Snapchat, Twitter and YouTube accounts are maintained by the Office of Marketing and Communication, which uses social media to supplement traditional public relations and marketing efforts.

## **2. Sub-Account Approval**

- If a CSU sub-account is desired, there must be one primary and one secondary administrator listed, which must include a dean, program director, organization advisor or department supervisor. The primary administrator must complete the [Social Media Application](#).
- Marketing and Communication must also be given administrative access (Facebook) or updated login/password information (Twitter, Instagram, Snapchat, YouTube, etc.) once registration is approved.
- Why get approval?
  1. To ensure that CSU is properly represented through the affiliation of the page.
  2. To be listed on the Social Media Directory and to assist people with finding your page.
  3. To define the purpose of the account.
  4. To ensure that any logos or graphics adhere to the [CSU Branding & Style Guide](#).
  5. To allow CSU's social media team to easily find and share pertinent information.
  6. To avoid conflicts with other pages.
- If an application is declined, Marketing and Communication will notify the administrator with a defined reason and solution.
- If a primary and/or secondary administrator privileges change after approval at any point, contact information must be updated with Marketing and Communication.

## **3. Set Up**

- Before creating any social media accounts related to the university, the primary administrator must seek approval and guidance from Marketing and Communication via the [Social Media Application](#).
- The administrator who completed the application will be held responsible for all actions related to their accounts. This includes, but not limited to, photographs, graphics, text, hashtags and comments. For guidelines on engagement, refer to the [Social Media Response Chart](#).
- Usage of CSU's logo and name must follow the [CSU Branding & Style Guide](#).

## **4. Review, Probation and Closure**

- Review

- Pages will be reviewed on a regular basis to ensure proper use. This includes proper maintenance of a page. Pages with posts older than 30 days will fall in probationary mode.
- It is the responsibility of the administrator of a social media account to actively monitor the social media account; content must be current, accurate and a positive reflection of the university's image.
- Probation
  - Pages that do not adhere to the Social Media Policies will go under probation for 30 days.
  - At the start of the probationary period you will receive suggestions for maintaining your page.
  - At the end of the 30 day period your page will be reviewed for approval, continued probation, or closure.
- Closure
  - The administrator of a social media account will be asked to close the account if the probationary period does not yield successful results.
  - If the account is not closed within 30 days of notice, the social media platform will be notified that the account is not authorized by the university.
  - Pages with the last post greater than 90 days will qualify for removal.
- *Individual administrators who fail to comply with these policies more than two times will require training or loss of administrative access.*

## **5. Protect Proprietary Information**

- Do not violate intellectual property rights of the university or any third parties, or disclose confidential or private information of the university or third parties.
- Adhere to the [Family Educational Rights and Privacy Act \(FERPA\)](#). When identifying an individual, consider using the CSU student, staff, coach, or faculty first or last name only.

## **6. Compliance with all University Policies**

- Communication on social media accounts for university purposes must comply with applicable university policies.
  - [Student Handbook](#)
  - [Student-Athlete Handbook](#)
  - [Employee Handbook](#)
  - [Faculty Handbook](#)
- Be advised that offensive or inappropriate material posted by CSU students, faculty, staff, and coaches to social media sites, which brings discredit to CSU, will not be tolerated.
- Offensive and/or inappropriate material includes, but is not limited to, photographs, audio or video, and abusive, profane, or threatening language.
- Material that violates the Code of Conduct in the Student, Faculty or Employee Handbooks constitutes a disciplinary offense as outlined within these handbooks will lead to disciplinary action.

## **7. Media Interaction**

- Social media may generate interest from the press (print, television, radio, online). If you are questioned in any way by a member of the media about a university-related posting, and you are not authorized by a senior officer to respond on the topic of question, you

are required to **immediately** contact Marketing and Communication before responding.

### **8. Employee Personal Pages**

- Employees are encouraged to share university news and events that are a matter of public record, with their family and friends. We strongly advise linking straight to the information source as the most effective way to pass along news on personal sites and to avoid potential issues with copyright infringement.
- Do not use the university logo as a profile picture or cover photo on your personal account.
- Do not use the university logo or name to promote or endorse any product, cause, political party or candidate.
- Make it clear that you are speaking for yourself and not on behalf of the university. A disclaimer listed in the “About” section of personal profiles, such as, “Thoughts and opinions on this page are my own and do not represent those of my employer” (i.e., Facebook), or “Opinions are my own” (i.e., Twitter), may be appropriate.
- Additional professional accounts separate from personal accounts may be used to connect with current students with the purpose of professional networking and to market a degree/department/opportunity/program at CSU.