

**Social Media Creation of University Accounts
and Best Practices**

Policy Number: G.00.02

SCOPE

All offices, departments and student groups who open social media account(s) for University business or post comments on University sanctioned social networks, including but not limited to Facebook, Twitter, YouTube, Google, Tumblr, Instagram, Wordpress, Vimeo and LinkedIn (fluid list), should follow these procedures. This is a living document that will be updated from time to time as the social media landscape continues to shift.

PURPOSE

To establish guidelines for registering social media accounts for University business and following best practices on those platforms.

POLICY/PROCEDURE

The University of St. Thomas, in its commitment to building a responsible and respectful community, has established social media guidelines that apply to all social media platforms including, but not limited to Facebook, Twitter, YouTube, Google+, Tumblr, Instagram, Wordpress, Vimeo and LinkedIn. All individuals professionally associated with the University with access to the officially-sanctioned social networks are expected to exhibit honesty, respect and integrity for the rights and property of all individuals and organizations. All faculty, offices, departments and student groups who maintain UST social media sites are required to register and maintain their site with the Office of Marketing Communications and maintain these sites according to best practices outlined in the procedures at stthom.edu/social-media.

APPROVED: Dr. Robert Ivany

Date of Original Formation: 5/8/2015

Revision Number:

Revision Date:

Effective Date: 5/11/2015