



## Social Media Policy

**Abstract:** This policy covers all social media sites identified as representing any official aspect of Stetson University College of Law and is intended to define governance and standards of operation.

### Introduction and Definitions

Stetson University College of Law encourages the use of social media as a way to communicate and connect with the Stetson community, including alumni, faculty, parents, staff, students, university supporters and more.

Social media at Stetson University College of Law includes, but is not limited to, networks and sites such as Blogs, Facebook, Flickr, Instagram, LinkedIn, Snapchat, Twitter, YouTube and other online media accessible to both internal and external audiences.

All social media accounts affiliated with Stetson University College of Law are required to remain consistent with the [university's mission and values](#). The intended purpose of each account should be to positively promote a Stetson University College of Law department, office, program, team, club or organization and the events and news pertaining to it. Faculty, staff and students using a social media account, known as social administrators, are expected to uphold the university's reputation and ensure all content is related to the university and does not contain any offensive, suggestive or accusatory material.

This policy applies to all faculty, staff and students who engage in social media on behalf of Stetson University College of Law.

### Requesting a Social Media Account

All new Stetson University College of Law social media accounts must submit the "[Request for a Stetson University College of Law Social Media Account](#)" form.

Upon submission, the Communications and Marketing department will review your request for approval and follow up with any questions.

All requests will be reviewed within three to five business days. Each account must have at least **one** social administrator that is responsible for the account.

Student-run accounts must have a minimum of **two** social administrators. A faculty or staff member must be one of the social administrators. Non-student run accounts may have one social administrator, but are strongly advised to have at least two.

If the account is approved, the social administrator(s) will be given steps on how to create the accounts.

**Note: we are only accepting requests for, Facebook, Instagram and Twitter. Social media accounts on other platforms should not be identified as Stetson University College of Law Social Media Accounts.**

All new Stetson University College of Law social media accounts that are approved must adhere to the following;

1. Each social media account must follow the proper naming conventions per platform and contact information and profile image guidelines. Accounts may not solely use “Stetson University College of Law” or “Stetson Law” for an account name, without connection to a specific authorized group, club, association, or like entity.
2. The social administrators will manage the day-to-day operations and communications of the site. This includes posting on a regular basis along with monitoring and responding to user-generated questions, comments and messages.
3. Each social administrator should be familiar with the requested account platforms, if not, they must be willing to educate themselves by reviewing tutorials and documentation about the social media platform.
4. It is recommended that all accounts have a co-administrator, and a backup administrator in case of emergency, beyond the required primary social administrator.
5. The account’s authorized administrators must maintain the security of account passwords and identification. These individuals are responsible for the use of the accounts, login information and the actions that take place using the account.
6. A student should not be named as the primary administrator unless the account is at the student level, i.e., if it is for a student organization. If a student is the primary administrator, a faculty or staff member must be the secondary social administrator.
7. A non-personal Stetson University College of Law email address (ex: communications@law.stetson.edu) must be used to create a Stetson University College of Law social media account. This is so the account oversight can easily be transferred should the initial site creator no longer be able to maintain the site for any reason.
8. Account passwords should never be shared outside of the social administrators. When updating a password, all social administrators on the account must be made aware of the change. In 2019, The Marketing and Communications department will maintain a master list of all university social media sites, their administrators and administrators’ contact information. Individuals on the list must have access to current site passwords at all times.
9. Sites should be maintained and updated regularly. The Communications and Marketing department will notify the administrator(s) of an inactive site after a period of six months

of inactivity. If a site remains inactive for more six months, action will be taken to disable the site, unless a specific exemption is granted.

*The Communications and Marketing department must have administrative access to all official university administrative-office social media sites. Primary posting responsibilities remain with the original department, and the Communications and Marketing department will not change, edit or remove posts except in case of a flagrant violation of the social media policy or in an emergency situation.*

*Date effective: July 30, 2019*