

PROCEDURE LIT.6.05.01 SOCIAL MEDIA APPROVAL

SCOPE: Faculty and Staff

1. LIT discourages smaller units from setting up social media pages that provide little value. Units should consider setting up social media sites that represent a larger unit, such as a department or center, as opposed to a smaller unit, such as a program or individual initiatives.
2. Contact the Department of Communication and Marketing prior to creating a social media account for a unit within the college.
 - 2.1. Use a dedicated administrative account to create the social media site. AN LIT sponsored social media site does not belong to any one individual in the college. Using the official LIT pages is recommended to drive traffic to one account instead of many.
3. The Department of Communication and Marketing will review sites periodically to ensure the college follows the guidelines and the sites remain active.
 - 3.1. If social media sites become inactive or do not follow guidelines established by the institution, the administrator must deactivate the site.
4. If individuals choose to utilize social media tools it is critical to delineate between personal and professional initiatives.
 - 4.1. An example of good practice is to:
 - 4.1.1. Obtain approval from the Department of Communications and Marketing.
 - 4.1.2. Think about searchability. Search engines such as Google and Twitter's own search engine will pull up accounts based upon key word relevance. Pick something obvious and relevant.
 - 4.1.3. Remember to use LIT in the name since it is the most frequently used term by individuals looking for the LIT website.
 - 4.1.4. Set clear guidelines for individuals who choose to become a member of the social network.

Related Policies: LIT.6.05 Social Media

Relevant Forms/Documents:

Relevant TSUS Policies/Forms/Documents:

Relevant Statutes:

Relevant SACSOC Standards:

Document History:

Adopted:

Reviewed:

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