

61.99.99.C0.04 Social Media Guidelines



Revised: November 11, 2024

Next Scheduled Review: November 11, 2029

[Revision History](#)

Procedure Summary

The department of Marketing and Communications (MARCOM) at Texas A&M University-Corpus Christi (TAMU-CC) is responsible for coordinating a consistent brand identity and overall management of university marketing and communication. MARCOM maintains the university's official social media accounts. As social media plays an increasingly larger role in the university's image to the public, social media sites created in affiliation with the university must adhere to the standards outlined in this procedure to protect the university's reputation and brand.

Procedure

1. GENERAL

- 1.1. Social media is media based on the use of web and mobile technologies that allow for user-generated exchanges of information. With proper administration, social media can foster collaboration and communication as an interactive dialogue, enhancing the value of conversations across a global audience.
- 1.2. Social media includes, but is not limited to, social networking sites, collaborative projects such as wikis, blogs, and micro-blogs, content communities, and virtual communities. Some commonly used platforms include Facebook, Instagram, X (Twitter), YouTube, Snapchat, LinkedIn, WordPress, and Tumblr.
- 1.3. University social media accounts are separated into two (2) categories: official accounts (accounts for the university as a whole or an official division, department, departmental organization, or program) and affiliated accounts (accounts for student organizations, non-departmental organizations, and university contracted vendors).

2. RESPONSIBILITIES

- 2.1. All units must engage with the MARCOM Director of Communications before creating a new official social media account. Additionally, all official social media accounts must be registered with MARCOM.
- 2.2. All social media accounts must have at least two (2) administrators, which must include at least one (1) full-time staff member. The contact information for all social media administrators must be on file with MARCOM, via the online social media registration form, within five (5) business days of creating a new social media account.
- 2.3. All official social media accounts must be monitored and updated regularly with content that is mindfully collected and/or created. Official social media accounts must adhere to the best practices updated annually by MARCOM. Official social media accounts that are not updated regularly or do not adhere to best practices may be requested to be shut down. MARCOM will require a meeting with owners of any social media account that has not been updated for more than one (1) year to discuss next steps up to and including the shutdown of that account. Affiliated social media accounts also should be monitored regularly and adhere to best practices.
- 2.4. Upon notification from MARCOM, units must bring the official social media account into compliance with applicable laws, system policies and regulations, and social media best practices within five (5) business days. Any related expenses will be the responsibility of the unit. Social media accounts that remain non-compliant will be suspended immediately. Affiliate social media accounts not designated as official accounts may not use the university's official marks or logos on their accounts.

3. DESIGN AND STYLE GUIDELINES

- 3.1. Social media accounts must adhere to the university's design and style guides published on MARCOM's website.
- 3.2. Social media accounts must adhere to the copyright and intellectual property rights of others and the university.
- 3.3. Units must make reasonable efforts to ensure social media posts are digitally accessible and usable by people with the widest range of capabilities possible. While some social media platforms have accommodations built in (e.g., closed captioning in YouTube; alternative text for images in Facebook, Instagram, and X), others may require alternative methods of accommodation (e.g., providing links to transcripts, providing image descriptions within text).

Guidelines and contact information on who can assist in making social media posts accessible will be provided on the Information Technology website.

4. CONDUCT AND ETHICS GUIDELINES

- 4.1. It is imperative that all social media accounts maintain the same standards of conduct expected of all faculty and staff. Site content must be respectful, positive, helpful, and informative. Conversations on social media should enhance civil discussion. Profanity and language that is discriminatory must be removed from the site immediately.
- 4.2. Units must protect confidential and proprietary information on their social media accounts. Units must not post any private, restricted, or sensitive information about the university or its students, staff, faculty, or alumni on their social media accounts. Types of private information include, but are not limited to, FERPA-protected student information, Social Security numbers, credit card numbers, and medical records.
- 4.3. Units must ensure the security of their social media accounts. A compromised account can lead to malicious entities posting inappropriate or illegal material on the unit's behalf. This could lead to reputational risk to the university and/or other applicable consequences for illegal/prohibited activities.
- 4.4. Units must obey the terms of service of any social media platform employed.
- 4.5. Units must adhere to guidelines set out by the Texas Department of Information Resources and the Texas A&M University System.

Related Statutes, Policies, or Requirements

[Texas Department of Information Resources Social Media Resource Guide](#)

University Rule [29.01.99.C1, Security of Electronic Information Resources](#)

University Procedure [09.02.99.C0.01, University Name and Indicia Usage](#)

University Procedure [09.02.99.C0.02, Branded Items](#)

University Procedure [29.01.04.C0.01, Electronic and Information Resources Accessibility](#)

University Procedure [61.99.99.C0.01, University Information](#)

University Procedure [61.99.99.C0.05, Marketing and External Communications](#)

Contact Office

Contact for clarification and interpretation: Director of Communications
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