Title: Social Media Management	
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Date Approved:	Division: General

The College of Central Florida uses social media to engage in conversations with members of the college and greater community. Social media networks serve as secondary information sources, with the college catalog, website and student portal serving as the official college publications. Though social media networks are less formal, they must be held to the same standards for accuracy, professionalism and branding.

The Marketing and Public Relations Department manages the college's primary social media accounts, which include Facebook, Instagram, LinkedIn, Twitter, YouTube and SnapChat. The MPR team also facilitates creation of secondary accounts and has authority to deactivate any CF social media account that does not meet college standards.

Full information on social media guidelines and best practices will be included in the CF Brand and Style Guide. In brief:

- All existing and new accounts must support the College of Central Florida mission and serve to engage the college and greater community.
- All accounts must be registered with MPR and any request for a new social media account must be submitted to MPR. The requestor will meet with a representative of the MPR team to review best practices and the social media contract.
- Posts will support our CF commitment to diversity and inclusion.
- All accounts must have a current CF employee as administrator; a student can help manage a club account with the club advisor providing oversight.
- The CF employee administrator has primary accountability and responsibility for monitoring and posting to the account. The MPR Department will not monitor or post to the account, but must have administrative rights.
- No one is permitted to manage a social media account at CF without a signed social media contract and training.
- Passwords must be kept confidential.
- Any transition in account management will be reported to MPR, which will track access and passwords.
- Account managers must commit to best practices for content and frequency of posts.
- An audit of all CF associated accounts will be conducted twice yearly, and any account not meeting minimum standards for content and frequency of posts will be deactivated.
- Account administrators must maintain appropriate confidentiality of student, staff, alumni and college information.
- Posts endorsing a political party, product, cause or religious belief will not be permitted.
- Hate speech will not be permitted.

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Vice President   Date

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President   Date