



<b>Title: Social Media Management</b>	
<b>Page 1 of 2</b>	<b>Implementing Procedure for Policy # 3.06</b>
<b>Date Approved: 5/24/21</b>	<b>Division: Marketing &amp; Public Relations</b>

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, and YouTube. 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 is 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.
- All accounts must have a current CF employee as administrator; a student can help manage a club account with the club advisor providing oversight as the account administrator.
- 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 be an administrator/manager of 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 administrators/managers must commit to best practices for content and frequency of posts.
- Any account found to be not meeting minimum standards for content and frequency of posts will be deactivated.

- Account administrators/managers must maintain appropriate confidentiality of student, staff, alumni and college information.
- Posts including unprotected speech such as threats, fighting words, obscenity, child pornography, or language that imminently incites illegal activity will not be permitted and may result in disciplinary action.

Vice President, Institutional Effectiveness & College Relations		Date:
Approved by President		Date: