



Policy Title:	Social Media
Policy Number:	UNIV-408
Revision Date:	May 2024
Policies Superseded:	None
Policy Management Area:	University Marketing and Communication

SUMMARY:

This policy governs the use of social media accounts in representation of or partnership with Coastal Carolina University, including its divisions, departments, programs, and business units, as well as its affiliates and subsidiaries. It has been established to help ensure that the University’s social media presence aligns with the values, mission, and brand of the university.

POLICY:

I. DEFINITIONS

- A. **Account Administrators:** Individuals approved by University Marketing and Communication to manage and monitor social media activity within flagship accounts, University-recognized accounts, and student organization accounts.
- B. **Flagship Accounts:** Social media accounts created and managed by University Marketing and Communication.
- C. **Social Media:** Forms of electronic communication through which users create online profiles or communities to share information, ideas, personalized messages, and other content (such as videos). Examples include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, and other similar platforms or applications.
- D. **Student Organization Accounts:** Accounts created for student organizations, clubs, or groups that are officially registered with the University.
- E. **Unaffiliated Accounts:** Accounts that represent groups of users that may have a common interest and identification with the University, such as students, parents, alumni, and fan groups. These accounts contain subject matter relating to CCU but are not created by nor administered by Coastal Carolina University.

- F. University-Recognized Accounts: Social media accounts of official University divisions, departments, programs, organizations, or groups that have been approved by University Marketing and Communication.

II. ACCOUNT CREATION

- A. University-recognized accounts and student organization accounts must be approved through the University Marketing and Communication [social media request form](#) prior to creation. University-recognized accounts and student organization accounts may not be created prior to social media request form approval.
- B. When a social media request form is approved, University Marketing and Communication will create the account and grant access to the approved account administrators.
- C. Administrative access to approved accounts must be held by both University Marketing and Communication and the approved account administrators.
- D. Flagship accounts, University-recognized accounts, and student organization accounts must adhere to social media procedures and guidelines as outlined on the Coastal Carolina University [webpage for social media](#). All social media accounts must also comply with the UNIV-406 Collegiate Licensing policy.
- E. A selection of trademarked University logos and graphics can be provided at the time of account creation by University Marketing and Communication. Requests should be submitted via the [social media request form](#).
- F. Registered student organizations must adhere to University policies, student code of conduct, and guidelines in the Student Organization Handbook.
- G. University Marketing and Communication reserves the right to report and/or pursue removal of any unauthorized social media accounts.

III. ACCOUNT RENEWAL

- A. All University-recognized accounts and student organization accounts must annually renew their approved account status.
- B. Annual account renewal confirms that account administrator information is current, and that accounts are actively and appropriately used.

- C. University Marketing and Communication will initiate the account renewal process annually.
- D. University Marketing and Communication reserves the right to decline renewal of or recommend redirection of content for social media accounts that do not demonstrate regular activity and an engaged following.

IV. ACCOUNT ADMINISTRATORS

- A. Each approved account must have two full-time employees as account administrators who agree to be responsible for managing and monitoring all account activity.
- B. University Marketing and Communication must be notified via email at socialmedia@coastal.edu when account administrators need to be removed and when additional account administrators need to be added.
- C. Account administrators are responsible for removing content that may violate this or any other University policy.

V. UNAFFILIATED ACCOUNTS

- A. The University does not manage or control the content posted to unaffiliated accounts.
- B. Unaffiliated accounts are required to publicly establish their non-affiliation with Coastal Carolina University unless otherwise provided for in writing by the University. University Marketing and Communication reserves the right to report and/or pursue removal of any unauthorized social media accounts.
- C. Unaffiliated accounts must receive prior permission from University Marketing and Communication to use registered University names, phrases, or logos.

VI. PAID SOCIAL MEDIA

- A. Paid social media advertising for flagship accounts, University-recognized accounts, and student organization accounts will be managed by University Marketing and Communication to ensure coordination of efforts university-wide.
- B. None other than Coastal Carolina University may profit from flagship accounts, University-recognized accounts, or student organization accounts.

VII. PROHIBITED CONTENT

- A. Non-University related content, events, or campaigns are considered prohibited content on University social media accounts.
- B. The Coastal Carolina University name may not be used on personal accounts to promote individual opinions, products, causes, or political candidates.
- C. Representation of individual opinions as being endorsed by the University or any of its organizations is prohibited. When appropriate, University employees are encouraged to include a statement: “This is my personal opinion and not necessarily that of the University.”
- D. Content posted on flagship accounts, University-recognized accounts, and student organization accounts must comply with all applicable federal, state, and local laws and regulations, as well as all University values and policies. The University reserves the right to remove or require removal of content in violation of these standards, including, but not limited to, content that is deemed threatening or obscene, content that is in violation of intellectual property rights, federal Copyright law, or privacy laws, is otherwise injurious or illegal, or outside of the University’s values, policies, and/or brand standards.

VIII. SOCIAL MEDIA PROCEDURES

- A. University Marketing and Communication will maintain a [webpage for social media](#) that includes a list of flagship accounts, University-recognized accounts, and student organization accounts, as well as the process for registering to be a University-recognized account, a link to this policy, and other procedural details related to social media management at Coastal Carolina University.

RELATED POLICIES

- UNIV-483 Data Privacy, Classification, and Protection
- UNIV-406 Collegiate Licensing Program
- UNIV-450 General Usage - Networking and Computing
- UNIV-477 Free Speech, Solicitation, and Promotional Events
- UNIV-409 Ethics Act
- UNIV-106 Intellectual Property and Copyright Ownership