### Final Project announcement - Due in week 10

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**University Social Media Policy**

A corporate social media policy guides employees with proper communication content and style when using social media platforms to engage with a general public. Social media policies typically fall within two categories. First is the corporate social media policy, which oversees all communication through official company accounts. Second is the employee social media policy, which guides employees to act as proper advocates for the company when using personal media accounts.

There are three main benefits to the development of a social media policy, which includes:

1) protection of the corporate reputation,

2) defense against legal or security risks, and

3) consistent messaging standards across all channels and representatives.

For this assignment, you will propose a corporate social media policy for your university. The policy will include guideline for all official university social media accounts. This policy will apply to all accounts including the main university, colleges, departments and programs (such as athletics).

**Social Media Policy Assignment Guidelines**

**Comparative Analysis (3-4 pages)**

You will analyze the social media policies for the following universities:

California State University, East Bay

/universitycommunications/social-media-guidelines.html

<http://www.csueastbay.edu/universitycommunications/social-media-guidelines.html>

Drexel University

<http://drexel.edu/ucomm/about/policies/social-media/>

Kent State University

<https://www.kent.edu/ucm/social/guide-social-media>

Purdue University

<http://www.purdue.edu/policies/information-technology/viic2.html>

University of Houston

[http://www.uh.edu/policies/social-media/](https://uh.edu/marcom/guidelines-policies/social-media/)

**Identify and describe common policies and practices for the following areas:**

1. What are the common legal standards that must be followed in university social media communication?

a. Employee/Student privacy

b. Crediting sources of content

c. Disclaimers

d. Intellectual property

e. Photo/Video release

2. What are the brand standards for university social media communication?

a. Logos

b. Taglines

c. Hashtags

3. What are the communication standards for university social media communication?

a. What topics are permitted?

b. What topics should be avoided?

c. What is the role of transparency in university communication?

d. What role does social media listening play?

e. How frequently should social media communication occur?

**University Social Media Policy Analysis (1-2 pages)**

Now that you have a common set of best practices that have been identified from your comparative analysis, you will analyse the strengths and weaknesses of your university’s social media policy. You should address three key categories including 1) Legal Standards, 2) Brand Standards, and 3) Communication Standards.

**Social Media Policy:**

Now a days social media is used for too much not only for personal use also for the business purpose too. Now a days social media like Facebook, Instagram, LinkedIn, Twitter, and YouTube have become important the communication platform for any communities.

To Posting content and manage these sites Collage has developed policies and guidelines for official use of social media. These policies are applied to Faculty, staff, and students, and can be used with social media accounts associated with departments, offices, centers, and athletic teams.

**California State University**

This Policies are for a student, Faculty, and Staff who is engaging and participating in social media as representative of California State University.

The contractor, whether an employee or a student, must obtain consent before publishing or disclosing any talks that are intended to be personal or internal to CSUEB. All assertions must be supported by evidence, and all statements must be accurate and not misleading. Without the proper authorization, no one is allowed to speak on any legal issues, litigation, or parties the institution may be involved with. If any student post any question ask the student for a private chat. No tagging or identifying any student without permission.

When posting some content do not copy any photo or content without giving them credit. Crediting includes sharing the name of the author, contributor, and reference site. Avoid using written or recorded materials that are protected by copyright without giving proper credit to the author or without first getting their consent.

The university requests that anybody utilizing social media on its behalf understand the technologies they are using and follow the engagement rules listed below. University should have a plan and goal before posting any content on social media. Every comment and question will rise on any post university should respond to it timely.

Before posting any Photo or Video on social media they have to take permission from the administration. They have to clarify why this photo or video is used for this post and communicate before posting any photos or video.

In any contain if adding logo of the university should be approved by the university.

The tagline is a more crucial component of the post, therefore it should be well-spoken, determined by any department, and approved by the university's department of social media communication.

They cannot make any remarks without getting permission about legal issues, legal disputes, or any parties the university might be litigating.

They can avoid comments or participate in a conversation about initiatives that are not specifically covered by your department's social media strategy.

When using social media on the university's behalf, staff and contractors are expected to keep the content fresh, post consistently, and respond in a timely manner. Sites participating in the CSUEB social media program shall be deactivated after 90 days without activity.

If you make a mistake, own up to it and make the necessary corrections without delay.

**Drexel University**