

Subject: Social Media

Board Policy Reference: CRA (LEGAL) Technology Resources – Website Postings

The Office of Strategic Communications and Outreach is responsible for maintaining all official Temple College social media accounts (Facebook, Twitter, Instagram, etc.).

Departments, offices and programs are encouraged to submit photos and content for the College's social media accounts. Photos and ideas for content should be submitted to the Executive Director of Strategic Communications and Outreach.

Programs and departments/divisions within the College may establish their own social media accounts 1.) after a consultation with the Executive Director of Strategic Communications and Outreach and 2.) provided they commit to regularly posting appropriate content to those accounts. All program and division/department social media accounts (excluding athletics) must register with the Office of Strategic Communications and Outreach, which maintains the College's Social Media Directory.

In addition, the Executive Director of Strategic Communications and Outreach must be given administrator access to all social media accounts operated on behalf of the College. The following Facebook account should be used: <https://www.facebook.com/admin.templecollege>. Temple College social media accounts are to be used for sharing information about the College and its programs, and facilitating conversations with followers. They are not to be used for any private or personal purposes, including political conversations or endorsements. Social media outlets are an important way for the College to enhance communications with its target audiences.

Content posted on Temple College social media accounts must follow existing policies regarding student confidentiality and use of copyrighted materials. Content may not contain offensive material or link to Web pages or social media accounts that contain such material.

Content for Temple College social media accounts should be reviewed carefully for proper spelling, grammar and punctuation prior to posting, just as it would be for any printed publication or webpage. Tips on writing content for social media accounts can be found in the College's Social Media Style Guide, which is available from the Strategic Communications and Outreach Office.

Any Temple College logos used on social media accounts must be used in accordance with the College's Graphic Standards, which are available from the Office of Strategic Communications and Outreach.

Effective Date: August 8, 2019

Policy Manual Review Committee Final Revision Date: June 8, 2023