

<b>ADMINISTRATIVE DIVISION</b> Marketing and Communications		<b>POLICY NUMBER</b> 224
<b>POLICY TITLE</b> Social Media		
<b>DATE OF REVISION</b> 11/26/24		
<b>RESPONSIBLE OFFICER</b> Senior Director of Communications		<b>ADMINISTRATIVE OFFICE</b> Marketing and Communications

## PURPOSE

This social media policy governs the practices and guidelines for the University of South Carolina Beaufort social media channels.

## DEFINITIONS

**Academic unit:** Department, office, University Libraries. Within any academic unit, there may be academic sub-units such as departments, centers, and institutes.

**Administrative unit:** Administrative divisions such as Human Resources, Executive Vice Chancellor/Provost and Administration and Finance. Within any administrative unit, there may be administrative sub-units such as departments, centers, and offices.

**Social Media Director:** The Senior Director of Communications serves as the primary contact within the Office of Marketing and Communications for social media. Provides strategic communications consulting and project coordination and serve as an entry point for all communications services.

## POLICY STATEMENT

The mission of the Office of Marketing and Communications is to build, enhance and protect the University of South Carolina Beaufort brand and help provide a consistent brand experience across all university touch points. Marketing and Communications designs and promotes web communications that align with and support the university's overall branding and marketing and communications objectives while providing academic and administrative units control to add, edit and delete content.

### A. Social Media

1. Social media accounts that represent the university, academic and administrative units and sub-units must be authorized by Marketing and Communications. These social media accounts must follow all university policies and adhere to regulations such as Family

Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA) and National Collegiate Athletic Association (NCAA) rules.

2. All social media accounts that represent the university or its units must follow the university's naming conventions, visual identity and social media guidelines.
3. All university-level accounts must be managed by a full-time faculty or staff member who is ultimately responsible for all posts and content. Students using university-level accounts must be supervised and may not be the main contact for a university-level account or sole holder of usernames and passwords.
4. All academic and administrative units and sub-units must send social media account manager contact information to Marketing and Communications when an account is created or updated. Units must update social media account manager contact information annually or whenever a change is made.
5. The University of South Carolina Beaufort, through its website [uscb.edu](http://uscb.edu) or its main social media accounts, reserves the right to post or re-post university-related social media content generated by faculty and staff members and/or students. Only approved accounts that follow this policy and related guidelines and best practices will be recognized and promoted by the university.
6. Marketing and Communications and social media account managers reserve the right to remove content that in their judgment is deemed inappropriate, offensive, injurious and/or illegal. University accounts should uphold the spirit of the [Carolinian Creed](#).

## **PROCEDURE**

### **A. Communications Guidelines and Resources**

#### **1. Brand Toolbox**

All procedures, brand identity guidelines and marketing resources related to the marketing and communications activities outlined in the policy are posted on the Brand Toolbox located on the university's website: [uscb.edu/faculty-and-staff/marketing-toolbox.html](http://uscb.edu/faculty-and-staff/marketing-toolbox.html)

- a. Marketing and Communications will periodically revise, update and expand on brand identity guidelines and marketing resources posted on the Brand Toolbox.
- b. Individuals and groups responsible for the creation of marketing and promotional materials should check the Brand Toolbox frequently to ensure that communications are in compliance with all guidelines.

If this policy does not cover what you are looking for, please contact the Senior Director of Communications.

**RELATED UNIVERSITY AND STATE POLICIES**

- [HIPPA Guidelines](#)
- [FERPA Guidelines](#)

**HISTORY OF REVISIONS**

Date of Revision	Reason for Revision
November 26, 2024	Created New Policy