

Policy Number	710.000
Policy Title	Social Media Policy
Responsible Officers	Director of University Communications
Responsible Offices	University Communications
Summary	Social media is a means through which CIU can communicate with a worldwide audience for the purposes of recruitment and advancement. More than that, it reaches people with the message of Christ. The purpose of this policy is to create a clear system of how to establish official University accounts, what responsibilities come with maintaining these accounts, and how to keep the accounts secure.

Policy Procedures

Social Media Account Registration & Application

Accounts created on or before June 1, 2024, must register with University Communications by July 1, 2024. After July 2024, social media account administrators must apply to create new accounts with University Communications and proceed only once approval is received. The purpose of this is to keep an updated directory of accounts and to allow for periodic quality control checks to occur.

Account registration requires:

- Full account name

- Two best contacts (CIU employees) with email addresses

- Justification that the account will support CIU's mission and goals

- Strategy to create and maintain content

- Acknowledgement to notify University Communications when changes are made to account administrators

[Existing account approval form](#)

[New account request form](#)

Account Administrator Responsibilities

Work collaboratively with University Communications to review social media accounts to ensure the accounts remain active, meet the branding guidelines and engage with their audiences.

Provide guidance and support for new account administrators or, if needed, seek guidance from University Communications.

Transfer access to another social media manager for University social media accounts, as appropriate, when University employee or student status changes.

Terminate any university social media accounts that cannot be made compliant with this policy.

Terminate obsolete accounts.

Notify University Communications of any changes in account status (inactive, deleted, etc.) or Administrators/Managers.

All of the above plus Account Manager responsibilities listed below.

Account Manager Responsibilities

Consult the CIU [Social Media Marketing Toolbox](#) and/or consult with your communications professional for guidance before launching a social media account or if you are registering an existing account. Both new and existing accounts will need to submit a reason for the account, a strategy for creating and maintaining content and comments, and note what positions will be responsible for the account.

Follow university [branding guidelines](#).

Take action if it is suspected that their accounts have been hacked or compromised. This should include changing passwords, informing supervisors, and monitoring for suspicious activity.

Monitor comments and engage with users (see Rules of Engagement).

Correct or modify university social media accounts as directed by University Communications when necessary.

Refrain from using or posting to University social media accounts in a manner that is in violation of this policy.

x Be aware of the following: [Tm04007BTJET@.0e](#)

Instruct account administrators to correct, modify, or terminate University social media accounts that are not in compliance with this policy.

Advise on responding to complaints and comments as the need arises.

Make branding assets and style guide available to account administrators via an online [Marketing Toolbox](#).

Major Announcements and Crisis Communications

When a major announcement is made from the University, University Communications will send appropriate graphics and/or photos and copy to post on all platforms (or major platforms). These should not be altered before posting.

When experiencing a crisis situation, University Communications will work with the Vice President of

Acceptable use of information systems at CIU

Access to CIU owned or operated computer systems and networks imposes certain responsibilities and is subject to University policies, and local, state and federal laws.

Social media account administrators are required to be familiar with CIU's [Acceptable Use Policy](#).

Account Security and