

Social Media Procedures and Guidelines

The purpose of Southwestern Christian University's social media accounts is to promote the University, to initiate new conversations, respond to feedback and to continue an active and positive dialogue with students, prospective students, alumni, faculty, staff and the general public and supporters of the university.

Anyone managing or contributing to an official SCU social media account must follow this policy concerning that account. This includes anyone managing or contributing to a social media channel on behalf of a department, office, the school, or other official entity at the university.

These policies apply to all social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, and Snapchat.

1. University Social Media accounts must be created and administered by a University department head with the approval of the Director of PR and Communications. Student administrators must receive written approval from their department head.
 2. The Director of PR and Communications oversees the approval and recognition of official SCU social media accounts and account administrators. Any office or department wishing to create an account should submit the Social Media Account Request Form to the Director of PR and Communications.
 3. All account names, usernames and passwords must be registered with the Director of PR and Communications.
 4. You are acting as a representative of SCU when using any social media platform in association with SCU. Remember that you could possibly be perceived as a representative or spokesperson on the University.
 5. Confidential or proprietary information should not be shared publicly on social media.
 6. Be mindful that content is subject to review by the Director of PR and Communications and should always be in accordance with SCU's employee policies and University's mission. Always protect confidential information (FERPA, HIPAA, and NCAA regulations).
 7. Always respect copyright and fair use rules and regulations.
 8. Should an account administrator leave the university for any reason or request to be removed as an account administrator, it is the administrative department head's responsibility to designate another university representative to be account administrator.
 9. The Dir. of PR and Communications reserves the right to request account access, terminate your account, have posts deleted or edited or restrict access if the account is deemed out of compliance with these policies or any other relevant SCU policy.
- Non-compliance includes, but is not limited to, the following:

- Posting of inappropriate/irrelevant content or content that is not consistent with the University's social media account guidelines.
- Failure to submit required information to the Director of PR and Communications.
- Failure to actively maintain the account (dormant / inactive for 30 days for more)
- Failure to comply with other SCU policies or directives
- Posting profanity, racist, sexist, discriminatory or derogatory content
- Posting false or misleading information