

BYU-Idaho Official Social Media Policy

November 2011

Social Media – Social media has been approved as a university communication channel.

- ADVERTISING ON SOCIAL MEDIA: Social media may be used as a channel for paid advertising. Advertisements, like those seen on Facebook, may be considered as a part of communication efforts along with other paid forms of advertising such as posters, flyers and banners. Advertisements should use appropriate branding elements. Advertising efforts on Facebook should be closely monitored to ensure that budgets are maintained.
- BYU-IDAHO SOCIAL MEDIA PAGES: Colleges, offices, and other university programs may use social media profiles to communicate with their audiences.
  - Social media profile approval
    - Colleges, departments, offices, and programs must submit a brief proposal to University Communications or their Communication Council representative for approval.
    - Communication Council will review the effective use of social media and will maintain a list of departments and offices using social media.
  - Criteria for creating and maintaining a social media profile
    - There must be a full-time employee included as an administrator over the account or profile.
    - The full-time employee is responsible and accountable for the account or profile and all content posted there.
    - A full-time employee must check content regularly.
    - Comments or content deemed to be inappropriate must be removed.
    - Full-time employees involved in account setup must ensure that BYU-Idaho usernames and/or passwords are not used to set up third-party services like a social media profile.
  - Use of branding elements
    - University Communications will provide a branded template to be used in creating the profile image/avatar on social media sites.
    - Templates are available for Facebook and LinkedIn. Templates for other sites require permission from University Communications and /or Communication Council.
  - Links back to BYU-Idaho website
    - A social media profile should not replace your official presence on the university website. This should be made clear through profile information, descriptions, etc.
    - The social media sites must always refer users back to the university website for additional information.
  - Content
    - Students and employees exercise proper digital citizenship. Use the following guidelines when posting content.
      - Be accurate
      - Be respectful, you may be representing the university
      - Think before you post
      - Be aware of liability
      - Maintain confidentiality (FERPA and other considerations)
      - Respect university time and property
      - Don't make endorsements