Texas A&M University-San Antonio Social Media Procedures for Administrators – Registered Student Groups

It is the mission and purpose of the Office of University Communications of Texas A&M University-San Antonio (A&M-SA) to provide assistance for students when they create and participate in social media with A&M-SA affiliation, especially those forms of communication meant for public consumption and/or visibility. Social media is a form of media and communication with social components and public communication channels, extremely visible to subscribers and non-subscribers alike. “Social media” shall be defined as any online media that provides users with interaction, discussion and commenting. This includes social networks (Facebook, Instagram), blogging, and microblogging (Twitter) etc.

Members of the A&M-SA community are responsible for behavior consistent with the lawful purposes of the University, both on and off campus, according to the A&M-SA Student Handbook. This includes use and behaviors while using social media sites, especially but not limited to A&M-SA affiliated pages. Inappropriate content that is in violation of the Student Code of Conduct will be referred to judicial action with the Office of Student Engagement & Success. Individuals and/or organizations may be held responsible, and will be asked to remove the content or shut down their social media account(s).

Registered student groups are subject to the A&M-SA procedures for creating and maintaining a group social media account, as specified below. Registered student groups enjoy special privileges from the University; social media pages are one such privilege. Activity and behavior with social media is subject to behavioral standards as stated in the Student Code of Conduct. The A&M-SA Best Practices and Social Media Tips packet contain suggestions and information for all students engaging in social media.

University Communications reserves the right to alter or make changes to this document as needed on issues concerning procedure, site monitoring and safety. Please refer to the website for the most up-to-date information.

The director of University Communications will oversee, and the social media coordinator will be responsible for, the creation and coordination of all social media activity for the University and its affiliates, and will ensure the portrayal of a consistent and accurate message and branding of A&M-SA.

General Procedures for Creating and Managing Social Media Pages:

1. Submit a proposal: Each registered student group that wishes to host a page affiliated with A&M-SA for internal group communication and to foster community spirit will submit a proposal to the communications department. This form can be picked up from the social media coordinator in Building 110. This form includes:
   • Names and contact information of the administrators, including faculty administrator
   • Proposed members and audience (open or members-only?)
   • General function

2. Register with University Communications: The appointed student administrators will receive the Social Media Procedures and Best Practices and Tips packet and will be responsible for appropriately managing the social media they administer.
• Student administrators will sign a document stating that they received the Social Media Best Practices and Tip and are aware of the content, etc.
• Student group and program pages will be created by the appointed administrator for each group. University Communications will monitor the content and activity of these accounts for quality control purposes.
  o The appointed student administrator is responsible for approving replies, comments and uploads before posting.
• Followers/Group Members
  o The appointed student administrators will be responsible for approving those who wish to join or follow a group.

3. Advisors: Registered student groups with faculty advisors will be asked to create their advisor as an administrator and to keep the advisor informed of login information.

4. Deactivation: Registered student groups who fail to meet the requirements of Campus Activities and/or to complete yearly registration may be required to deactivate social media accounts pending compliance with Campus Activities.

5. Privacy settings suggestion: Consider setting administrator and privacy levels to control and approve posted information before it is made public. Pages should be monitored as often as needed, depending on the traffic and frequency of postings on the site.

6. Maintenance: Content should be kept updated and relevant to the medium/audience and to overall University goals, vision and mission.
  • Unmanaged content, including inappropriate or out-of-date postings, content risking the reputation of A&M-SA and its affiliated social media, etc, will not be tolerated.
  • University Communications will monitor sites for activity. If a site has no activity for six months, University Communications may ask administrators to remove the account.

7. Quality Control
  • Information made public through social media should conform to guidelines published in the A&M-SA Writing Standards Guide and branding guidelines located here.

8. Security: Take steps to ensure security of accounts.
  • All passwords should be changed every 30-60 days for safety issues.
  • If an account is hacked, contact the social media coordinator and IT immediately.

9. Help: Questions, concerns and problems may be addressed with the social media coordinator, housed in University Communications in Building 110.
Student Administrator Receipt of Social Media Procedures and Best Practices

As a social media administrator for my student organization, I have received the A&M-SA Social Media Procedures for Administrators of Registered Student Groups and the A&M-SA Safe Practices and Tips for Social Media Behavior and will provide contact information for the use of the Office of University Communications below.

Name (please print clearly):__________________________________________________________

Student Organization:________________________________________________________________

Position in Organization:________________________________________________________________

Email:___________________________________________

Phone:_____________________________________________________

Organization’s faculty advisor and department:___________________________________________

Proposed Audience (open to others or members only?):____________________________________

General function of pages (official forms of communication, discussion venue, fan page, etc.):
____________________________________________________________________________________
____________________________________________________________________________________

Signature: ______________________________________________________

Date:_______________________________________