

**PRAIRIE VIEW A&M UNIVERSITY
ADMINISTRATIVE PROCEDURES**

61.99.99.P0.04 Social Media

Approved (August 21, 2009)

Next Scheduled Review (August-2012)

1. PURPOSE

- 1.1 To provide guidance on the engagement of PVAMU personnel in University related social media activities, and to ensure the portrayal of a consistent and accurate message and branding of PVAMU via online outlets.

2. DEFINITIONS

- 2.1 For the purposes of this University Administrative Procedure (UAP), social media shall be defined as any online media that provides for user interaction, discussion and commenting (i.e. social networks, blogging, micro-blogging). Any online virtual space that allows for 2D or 3D interaction and a physically visible representation of a user will be stated as a virtual environment.

3. RESPONSIBILITIES

- 3.1 The Director of Public Relations is responsible for overseeing the coordination of all social media activity for the University and its divisions. For informational purposes, the Executive Officers shall be notified of any new social media created within PVAMU.
- 3.2 Each division shall designate a single point of contact for its social media marketing projects, and shall provide that name to the Director of Public Relations.
- 3.3 Any social media or networking applications, portals, or sites must be approved in advance by the Public Relations Director through the Social Media Request Form.

4. PROCEDURES

- 4.1. Official University blogs:
 - 4.1.1 Currently, the only approved blog is the University-level blog.
 - 4.1.2 Requests for specific content for the University blog(s) will be sent to the Director of Public Relations.
 - 4.1.3 Comments on the University blog(s) will be reviewed and approved by the Director of Public Relations before posting.
 - 4.1.4 Requests for additional University or division blogs must be approved by the Director of Public Relations. Any division blog will be created by

Public Relations; however, content development and maintenance will occur within the division. Public Relations will monitor all blogs for quality assurance and control.

- 4.2 Web-driven conversation tools (e.g. Twitter):
 - 4.2.1 The Director of Public Relations (DPR) will create and manage University-level account(s). DPR will also create division-level accounts and will allow divisions to manage the content of those accounts.
 - 4.2.2 Divisions may request creation of information and/or customer service accounts if resources are available to maintain and monitor.
 - 4.2.3 Content Approval:
 - 4.2.3.1 University-level accounts: Director of Public Relations will approve information account posts.
 - 4.2.3.2 Division and program accounts: DPR will monitor the content and activity of these accounts for information accuracy, currency and branding consistency.
 - 4.2.3.3 Replies, comments and discussions on University-level accounts will be approved by the Director of Public Relations before posting, while division representatives will handle such for accounts created and assigned to them.
- 4.3 Social Networking (e.g. Facebook, My Space)
 - 4.3.1 The Director of Public Relations will create and manage official PVAMU accounts on these services.
 - 4.3.2 Content Approval:
 - 4.3.2.1 University-level accounts: The Director of Public Relations will approve information account posts.
 - 4.3.2.2 Division and program accounts: The DPR will monitor the content and activity of these accounts for quality control purposes.
 - 4.3.2.3 Replies, comments and discussions on agency-level accounts will be approved by the Director of Public Relations before posting, while division representatives will handle such for accounts created and assigned to them.
- 4.4 Image Posting Services (e.g. Flickr, Picasa)
 - 4.4.1 The DPR will create and manage all image posting service accounts for the University. The webmaster will be available to develop photo galleries.
 - 4.4.2 Content Approval:
 - 4.4.2.1 Agency-level accounts: The Director of Public Relations will approve all images and photo galleries for online marketing use.
 - 4.4.2.2 Division/program requests: Divisions and/or programs should request imagery for online marketing use through the Director of Public Relations.
- 4.5 Video posting services (e.g. YouTube)

- 4.5.1 The DPR will create and manage the official PVAMU presence on these services.
- 4.5.2 Prior to posting, University videos will be approved by the Office of Public Relations.
- 4.5.3 The option for embedding in other Web sites will be disabled, unless approved by Web Master.
- 4.5.4 Comments will be approved by the Director of Public Relations prior to posting.

4.6 Virtual Environment (e.g. Second Life)

- 4.6.1 The DPR will create and manage the official PVAMU presence in virtual spaces.
- 4.6.2 PVAMU personnel who wish to create avatars with the intent of using that avatar for PVAMU related activity of any kind will submit them to the Office of Public Relations.

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