

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



61.99.99.P0.04 Social Media

Approved August 21, 2009
Revised May 20, 2016
Next Scheduled Review: May 2021

UAP Purpose

The purpose of this University Administrative Procedure (UAP) is to provide guidance on the engagement of Prairie View A&M University (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.

Definitions

Social media – 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.

Official Procedures and Responsibilities

1. RESPONSIBILITIES

- 1.1 The Executive Director of Marketing and Communications (EDMC) 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.
- 1.2 Each division shall designate a single point of contact for its social media marketing projects, and shall provide that name to the EDMC.
- 1.3 Any social media or networking applications, portals, or sites must be approved in advance by the EDMC through a verbal or emailed request for approval to the EDMC.

2. PROCEDURES

- 2.1 Official University blogs:
 - 2.1.1 Currently, the only approved blog is the University-level blog.

- 2.1.2 Requests for specific content for the University blog(s) must be sent to the EDMC.
 - 2.1.3 Comments on the University blog(s) will be reviewed and approved by the EDMC before posting.
 - 2.1.4 Requests for additional University or division blogs must be approved by the EDMC. Any division blog will be created by the Office of Marketing and Communications; however, content development and maintenance will occur within the division. The Office of Marketing and Communications will monitor all blogs for quality assurance and control.
- 2.2 Web-driven conversation tools (e.g. Twitter):
- 2.2.1 The EDMC will create and manage University-level account(s). The EDMC will also create division-level accounts and will allow divisions to manage the content of those accounts.
 - 2.2.2 Divisions may request creation of information and/or customer service accounts if resources are available to maintain and monitor.
 - 2.2.3 Content Approval:
 - 2.2.3.1 University-level accounts: The EDMC will approve information account posts.
 - 2.2.3.2 Division and program accounts: The EDMC will monitor the content and activity of these accounts for information accuracy, currency and branding consistency.
 - 2.2.3.3 Replies, comments and discussions on University-level accounts will be approved by the EDMC before posting, while division representatives will handle such for accounts created and assigned to them.
- 2.3 Social Networking (e.g. Facebook, My Space)
- 2.3.1 The EDMC will create and manage official PVAMU accounts on these services.
 - 2.3.2 Content Approval:
 - 2.3.2.1 University-level accounts: The EDMC will approve information account posts.
 - 2.3.2.2 Division and program accounts: The EDMC will monitor the content and activity of these accounts for quality control purposes.
 - 2.3.2.3 Replies, comments and discussions on agency-level accounts will be approved by the EDMC before posting, while division

representatives will handle such for accounts created and assigned to them.

2.4 Image Posting Services (e.g. Flickr, Picasa)

2.4.1 The EDMC will create and manage all image posting service accounts for the University. The Webmaster will be available to develop photo galleries.

2.4.2 Content Approval:

2.4.2.1 Agency-level accounts: The EDMC will approve all images and photo galleries for online marketing use.

2.4.2.2 Division/program requests: Divisions and/or programs should request imagery for online marketing use through the EDMC.

2.5 Video posting services (e.g. YouTube)

2.5.1 The EDMC will create and manage the official PVAMU presence on these services.

2.5.2 University videos will be approved by the EDMC prior to posting.

2.5.3 The option for embedding in other web sites will be disabled, unless approved by the Webmaster.

2.5.4 Comments will be approved by the EDMC prior to posting.

2.6 Virtual Environment (e.g. Second Life)

2.6.1 The EDMC will create and manage the official PVAMU presence in virtual spaces.

2.6.2 PVAMU personnel who wish to create avatars with the intent of using that avatar for PVAMU related activity of any kind must submit them to the Office of Marketing and Communications.

Related Statutes, Policies, Regulations and Rules

[System Policy 09.02 Use of System Names and Indicia](#)

Appendix

[Social Media Guidelines](#)

[Visual Identity Guidelines](#)

[Web Standards](#)

[PVAMU Editorial Style Guide](#)

Contact Office

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