

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



61.99.99.P0.04 Social Media

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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 platforms and activities, and to ensure the portrayal of a consistent and accurate messaging and branding of PVAMU.

Definitions

Social media – websites and applications that enable users to create and share content or to participate in social networking. Examples include but are not limited to: Facebook, Twitter, YouTube, SnapChat, LinkedIn, TikTok and Wordpress.

Copyright - the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.

Customer Relationship Management (CRM) System: A category of integrated, data-driven software solutions that improve how you interact and do business with your customer.

Website: a set of related web pages located under a single domain name, typically produced by a single person or organization.

Official Procedures and Responsibilities

1. RESPONSIBILITIES

- 1.1 The Office for Marketing and Communications (OMC) is responsible for overseeing the coordination of all social media activity for the University and its divisions.
- 1.2 All Official University Social Media Sites must adhere to state and federal laws and regulations, and University policies. Only public information may be posted on Official University Social Media Sites. Official University Social Media Sites must not contain sensitive personal information as defined in Texas Business and Commerce

Code Chapter 521, or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and National Collegiate Athletic Association (NCAA) Regulations, as applicable. Any sensitive personal information or other confidential information posted on an Official University Social Media Site must be removed by the site administrator as soon as practically possible upon discovery.

- 1.3 All social media sites must respect intellectual property rights, federal Copyright law and university policies. Site administrators are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others.
- 1.4 Each division shall designate two points of contact (account administrators) for its social media accounts, and shall provide those names to the OMC. Both representatives must serve on the OMC Social Media Council, which meets monthly.
 - 1.4.1 Employee Use – When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a university representative, employees must comply with applicable University policies governing employee behavior and acceptable use of electronic and information resources.
- 1.5 Any new social media accounts must be approved in advance by the OMC through a verbal or emailed request for approval to the EDMC.
- 1.6 All University Social media sites must comply with any approved applicable University branding standards.

2. PROCEDURES

- 2.1 Official University blogs and electronic newsletters:
 - 2.1.1 Currently academic blogs are reserved for University administrators, research centers, colleges/school, and divisions
 - 2.1.2 Division and program accounts: The OMC will monitor the content and activity of these accounts for information accuracy, currency, and branding consistency
 - 2.1.3 Replies, comments and discussions on University-level accounts will be approved by the OMC before posting, while division representatives will handle such for accounts created and assigned to them.
 - 2.1.4 Media inquiries must be directed to the Executive Director for Marketing and Communications.
- 2.2 Customer Relationship Management software:
 - 2.2.1 Divisions may request/purchase customer service accounts if resources are available to maintain and monitor.

- 2.2.2 If those Systems are integrated with authorized and official university social media accounts, the OMC should be notified.
- 2.3 Social Networking (e.g. Facebook, Twitter, Instagram. Etc...)
- 2.3.1 The OMC will create and manage official PVAMU accounts on these platforms.
 - 2.3.1.1 The OMC is responsible for communicating official university announcements via social media. The OMC Communications Specialist I will provide official content to members of the social media council for posting.
- 2.3.2 Content Approval:
 - 2.3.2.1 University-level accounts: The OMC Marketing Manager will approve information account posts.
 - 2.3.2.2 Division and program accounts: The OMC Marketing Manager and Communications Specialist I will monitor the content and activity of these accounts for quality control purposes.
 - 2.3.2.3 The OMC will create and manage all image posting service accounts for the University including but not limited to the development of photo galleries.
 - 2.3.2.4 University-level accounts: The OMC will approve all images and photo galleries for online marketing use.
 - 2.3.2.5 Division/program requests: Divisions and/or programs should request imagery for online marketing use through the OMC.
 - 2.3.2.6 Account Administrators are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic
- 2.4 Audio, Video, Photo posting services (e.g. Clubhouse, Facebook, YouTube, Vimeo)
- 2.4.1 The OMC will create and manage the official PVAMU presence on these services.
- 2.4.2 University videos will be approved by the OMC prior to posting.
- 2.4.3 The OMC will approve all requests to embed video in other university websites
- 2.4.4 Non-student photos require written permission?
- 2.6 Forums and the Virtual Environment (Virtual Reality and Augmented Reality)
- 2.6.1 The OMC 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.
- 2.6.3 Posting or commenting on anything related to legal matters, ongoing investigations or litigation is prohibited
- 2.7 Branding for University Social Media or any Official University Social Media Site, the social media icon and/or profile image must comply with any applicable University branding standards.
 - 2.7.1 The social media icon and/or profile image can be a photograph related to the administrator's entity, an approved logo for that entity, or another appropriately branded image.
 - 2.7.2 "Prairie View A&M University" is a registered trademark and the exclusive intellectual property of the University. The PVAMU name, logo or any other University images or iconography may not be on personal, organizational or departmental sites in a way that promotes a product, cause, or political party or candidate. Do not edit or modify logos.

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

Office of Marketing and Communications 936-261-1560
