



FAMU-FSU College of Engineering

Social Media Policy

Purpose

The FAMU-FSU College of Engineering supports the use of social media to further the organizational goals, mission and brand of the college and its parent universities—Florida A&M University and Florida State University. The following social media guidelines have been adapted from Florida A&M University (FAMU) and Florida State University (FSU) to ensure consistency in all forms of communication and to effectively strengthen relationships between the college and both internal and external audiences. Primarily, social media content must adhere to the guidelines of both universities:

[Link to Florida A&M University social media policy](#)

[Link to Florida State University social media policy](#)

Definitions

Social media platforms can include blogs, wikis, groups, portals, podcasts, social networks such as Facebook, Twitter, Instagram, Snapchat, YouTube and LinkedIn, virtual worlds and emerging and yet unidentified tools and technologies that would be reasonably considered brand assets.

The FAMU-FSU College of Engineering social media guidelines are designed to direct students, employees, alumni, or affiliates in managing their online presence and interacting with a social media platform that is officially affiliated with FAMU-FSU College of Engineering, defined as:

- The official social media platforms that the FAMU-FSU College of Engineering uses to interact with the public, current and potential students, faculty, staff and alumni
- A social media platform established and maintained by an entity (i.e., center, institute, department, unit, etc.) of the college for interaction with the public, students, faculty and staff of FAMU-FSU College of Engineering. Student organization accounts are not included in this policy.

These guidelines only apply to those individuals when they are posting on such official sites and/or when they otherwise speak as an authorized representative of the college, including all employees, students, affiliates, or contractors. It does not apply to communications on personal social media sites so long as such communications do not indicate that the individual is representing or speaking on behalf of FAMU-FSU College of Engineering. These guidelines are not intended to limit or restrict academic freedom or freedom of speech. They are, however, intended to protect and further the college's brand effectiveness, cohesion and reach.

Institutional, Departmental & Organizational Accounts

New Account Setup & Approval	Existing Account Approval
<ol style="list-style-type: none"> 1. Review your purpose and determine if a separate account is needed 2. Obtain approval from your unit head 3. Obtain approval from Marcom 4. Identify (1) primary account manager and at least (1) backup administrator 5. Submit account login info to your supervisor/unit head and Marcom 6. Read these Social Media Policies and sign, prior to creating your first post 	<ol style="list-style-type: none"> 1. Ensure that you received approval from your unit head and Marcom 2. Ensure that your account and previously published content adhere to these Social Media Policies 3. Confirm (1) primary account manager and at least (1) backup administrator 4. Submit account login info to your supervisor/unit head and Marcom

Creating New Accounts

All college departments, divisions, centers, institutes and programs must follow the following steps when managing or requesting social media accounts.

1 – Consider Your Purpose

Review the college’s strategic plan and make sure your current or desired social media account(s) will support the plan. Determine if a separate social media presence is necessary and adds value for users visiting or engaging with the account. Note that social media is an external engagement and marketing tool. It is not a platform for internal communications to be shared or an intranet.

2 – Obtain Unit and Marcom Approval

The social media account(s) must be approved by the unit head of your department, institute, division, or program office first and ultimately by the FAMU-FSU College of Engineering Marketing & Communications (Marcom) office. To follow social media best practices and maintain consistent brand standards, only one official social media account is permitted for each college, school, office, division, center, or institute. Entities with more than one account will result in the removal of unofficial accounts.

3 – Determine Account Managers

Identify a manager for your social media presence. All social media pages must be linked to an ENG.FAMU.FSU.EDU account for your entity, not a personal email account.

At least two (2) staff members are required to have access to the login information and/or administrator access to a social media account—one primary account manager and one backup manager with account access. All colleges, schools, departments, divisions and offices must have at least one dedicated full-time employee whose job responsibilities include managing the daily operation of the account(s).

Student employees may post on your behalf and/or have access to the account(s), but a full-time staff member must be the primary party responsible for the account(s). Recognize that account managers are responsible for all content/posts published, regardless of the author. Failure to follow these guidelines can constitute a violation of workplace policy and be subject to reprimand or other HR actions.

4 – Submit Account Info to Marcom

All official social media accounts and related login information, along with the name and contact information for the social media account managers, must be supplied to your supervisor and Marcom within three (3) days of creating a new account. For existing accounts, username and password information should be supplied within (3) days of acknowledging these guidelines.

You must supply your entity's official social media pages information to get access to College of Engineering graphics and support. Any use of the college logo, photos or graphics without permission is prohibited.

Existing Accounts

If your entity has a legacy account that was set up prior to August 2023, follow steps 2-4 above. In most cases, existing accounts will be grandfathered if they have no history of problematic content. Account managers must still follow these guidelines and submit account information to Marcom and/or make the college an account co-owner if possible.

Social Media Policies

All college departments, divisions, centers, institutes and programs must follow the following policies when communicating via social media.

Copyright and Fair Use

Always give credit where credit is due. Only include in your posts material that you have created or that you otherwise have the right to publish on social media. Marcom always obtains written permission from individuals used in marketing or promotional photos before use. Obtain written media consent using the college's **Media Release Form** (found at <https://eng.famu.fsu.edu/marcom>) from subjects of photo or video content before posting and maintain that documentation indefinitely. If you want to publish third-party content, link to it, rather than copying it yourself.

Confidentiality

The same university regulations and policies that govern behavior as a FAMU (Florida Agricultural & Mechanical University) or FSU (Florida State University) employee also apply to activities online. This includes maintaining the confidentiality of college/university trade secrets, research and intellectual property, copyrighted material, and private or confidential information. Do not post anything to an official social media channel that cannot be shared publicly.

Legality (HIPAA/FERPA)

Certain information is protected under state and/or federal law, including, but not limited to, limited access employee records pursuant to Section 1012.91, Florida Statutes, student information under the Family Educational Rights and Privacy Act (FERPA), and medical information pursuant to the Health Insurance Portability and Accountability Act (HIPAA). Social media account managers and individuals with access to those accounts must take steps in advance to prevent the exposure of confidential information.

Personal Responsibility and Liability

All of your posts and actions on social media are a reflection of the college, universities and its employees, faculty, students and alumni. Communications made through social media are not exempt from the expectations and obligations set forth in university policies or from the laws and regulations that govern personal liability across general and traditional forms of communication.

Individuals may not represent themselves as a spokesperson for the college (implied or explicitly) without specific authorization from the appropriate college authority (usually the Dean or Marcom director as dean's proxy). Posting information online related to an individual's work as part of the college, or to subjects associated with the college, must include a clear disclaimer that such statements are not made on behalf of the college.

Appropriate Conduct

Avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, defamatory, abusive, unlawful, threatening or intimidating, or that might constitute harassment or bullying. Do not post anything that may harm someone's reputation or contribute to a hostile work environment based on any recognized protected group status.

Other users, including student groups at the college, may have different interests, attitudes and opinions than official FAMU-FSU College of Engineering social media accounts. Before reposting or sharing content posted by others on official college channels, research and ensure that the content is accurate and reflects the college's position.

Emergencies and Crisis Situations

In the event of an emergency or crisis, only publish official information provided by the main FAMU-FSU College of Engineering social media accounts and shared in official college/university emails and communications. Sharing information not approved by the college or universities may lead to false or confusing information reaching the community and spreading online. If your account is involved in a crisis situation, contact Marcom at (850) 410-6495.

I ACKNOWLEDGE THESE SOCIAL MEDIA POLICIES AND PLEDGE TO MANAGE MY DESIGNATED SOCIAL MEDIA ACCOUNT(S) RESPONSIBLY.

I UNDERSTAND THAT FAILURE TO ADHERE TO THESE SOCIAL MEDIA POLICIES, AS WELL AS THOSE SET FORTH BY FLORIDA STATE UNIVERSITY AND FLORIDA A&M UNIVERSITY, MAY RESULT IN THE SUSPENSION OR TERMINATION OF MY DESIGNATED SOCIAL MEDIA ACCOUNT(S) AND/OR OTHER MEASURES DEEMED APPROPRIATE BY UNIVERSITY HR FOR EMPLOYMENT INFRACTIONS.

Name

Date

Social Media Best Practices

How can you get the most out of your social media account?

Be Transparent and Authentic

To protect the FAMU-FSU College of Engineering brand and build trust with users, social media platforms that are created and utilized on behalf of the college entities need to be honest and accurate regarding their relationships with FAMU-FSU College of Engineering. If you unintentionally post something online that is incorrect, correct it visibly and publicly as quickly as possible. Screenshot or save the post with an error before deleting.

Be Engaging

Create a content mix that is best suited for each platform audience and that encourages two-way communication. Monitor your social media account(s) to engage with users and proactively drive conversations.

Be Strategic

Think about your message, audience and goals regularly. The most effective goals can be tracked and measured with analytics (i.e., engagement, audience reach, link clicks) that should be used, in turn, to inform your strategy. Consider a posting schedule to ensure your account remains active. Contact Marcom if you need assistance with social media strategy.

Be Part of the Team

We are a team! Whenever possible, link back to the college and/or universities—it boosts the profile of your account and the institution. Ideally, posts should be brief and can link to longer articles or more information on official college/university websites. Research news articles and award announcements can be found at <https://eng.famu.fsu.edu/news>. Make sure that your posts follow the college **Style & Brand Guide** found at <https://eng.famu.fsu.edu/marcom> to ensure consistency.

Be Cautious

Remember that whatever you share may be public for an indefinite time, even if you try to modify or delete it. Many social networking websites are not secured, and information is available to anyone with access to a computer and the internet. Social media accounts on behalf of the college should focus on the facts, not individual opinions.