College of Education & Human Development

Social Media
Approved: Summer 2022
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Guideline Statement

Texas A&M University-San Antonio 61.99.99.00.01 outlines the procedure by which all A&M-SA affiliated social media accounts will be approved, maintained, and administrated. This document outlines the manner in which the College of Education and Human Development, and/or the departments within, will propose the creation of college affiliated social media accounts in advance of consultation with University Communications.

Reason for Guideline

As Texas A&M University-San Antonio's College of Education and Human Development continues to grow, an expansion of COEHD and/or its departments' social media footprint may become necessary. The following guideline will allow the COEHD to maintain oversite of the overall aesthetic, purpose, and administration of any potential social media accounts associated with the college prior to being presented to University Communications.

Guideline

1. Request for College-Affiliated Social Media Account

    1.1   Any person, group, or department within the College of Education and Human Development wishing to establish a social media presence affiliated with the COEHD and TAMU-SA must submit a formal request to the [appropriate COEHD contact] for approval prior to consulting with University Communications.

2. Management Plan for Social Media

    2.1   An administrator for the proposed COEHD social media account needs to be appointed for the purpose of coordinating with University Communications for the creation and maintenance of media. Administrator should have the approval of the Dean and/or the appropriate member of the Executive Team.

    2.2   A Maintenance Plan should be outlined to ensure that the content on the social media account is kept up-to-date and relevant to the medium, audience, COEHD,

and TAMU-SA. This plan should include information about who will be given the ability to create and post content to include any layers of filtration/approval might occur prior to public posting.

2.3   A Quality Control Plan to ensure that information and imagery made public through social media should conform to guidelines published in the *Texas A&M-SA Publications Standards Guide.*

2.4   A Security Plan to ensure that all social media passwords are in compliance with the guidelines established by the university to include the changing of all social media passwords every 30-60 days. Criteria defining privacy settings associated with the account, how public comments will be handled, how will social media be monitored.

Definitions (if needed)

Related Statutes, Policies, or Requirements (if applicable)

Appendices (if applicable)