



Procedures for Social Media in the Rubenstein School

Overview:

These procedures are based on the University Sponsored Social Media UOP found at: <http://www.uvm.edu/policies/cit/socialmedia.pdf>

When used in a responsible and structured way social media is an effective method of reaching out to current and future students, parents, alumni, community members, and donors. We encourage social media usage within this school and the following procedures will ensure that it is used in a safe, legal, and effective way.

These procedures **do not** apply to personally owned faculty, staff or student social media sites (such as a personal Facebook or Twitter account). However, you must distinguish your personal views from views you are authorized to express on behalf of the University if there is a possibility of confusion.

Procedures:

Approval Process for a New RSENR Social Media Account:

All new social media accounts must be created with guidance and permission from the RSENR Social Media Coordinator (SMC). When requesting a new site you will need to provide the following:

- A brief statement of why the site is required and how it will advance the mission of our school.
- A description or sample of the content you will be hosting on the social site.
- Names of individuals who will be updating and maintaining the site.
- Details you want listed on the social media profile.

An individual within the department should not register social media accounts as all sites must be created by the SMC. When the site is established the coordinator will set a password for the site that complies with UVM requirements. This password will then be securely stored in an encrypted social media inventory and provided to all persons who are authorized to maintain and use the site. The SMC will change this password annually on **July 1st** and provide the updated password to all authorized people on the account. You may **not** change any social media password yourself without express permission from the SMC. All social media accounts will be registered under a department email address (ex. rsenr@uvm.edu)

[gundiee@uvm.edu, etc](mailto:gundiee@uvm.edu)). A personal email address should never be used for the login to a departmental social media site.

Appropriate Use of Established Social Media Sites:

The person who requests a social media site and other authorized users are in charge of verifying all content posted is appropriate and justifiable to post.

Never give out the password to a site you manage. If you need to grant access to the site for a new person, please inform the Social Media Coordinator who will add that person to the access list and provide the password to them.

When anyone leaves the university or is no longer authorized to access a site, the coordinator must also be informed. Passwords and security questions will then be reset and provided to the authorized individuals who are maintaining the site.

If the site is no longer in use please contact the SMC to have the site removed or deactivated. Social sites may appear in search results when someone is searching for our school – having outdated or unused sites displays an unprofessional image to the public.

The SMC along with the Rubenstein External Relations Officer will conduct a bi-annual review of all sites to ensure compliance. If any of these procedures are not followed you risk having access to your site revoked until a plan is worked out between you and the SMC.

Reporting Requirements for Currently Established Sites:

All social media accounts that are currently established must be reviewed for compliance and inventoried by the Social Media Coordinator. This process will involve changing the account to a departmental email account if necessary, changing the password to a provided password that meets UVM requirements, collecting the same criteria listed for creation of a new site, and ensuring the responsible individual running the site understands the policies and procedures involving social media.