

College of Arts and Sciences

Social Media Policies

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Table of Contents

- 2. Minimum ASC Account Requirements, New Account Approval & Creation
 - 3. Deleting Posts & Community Management, ASC Social Media Post Requests
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DEFINITIONS:

Unit Social Media Lead

This is the unit lead for all departments/programs associated with the College of Arts and Sciences

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Social Media Manager

A social media manager is anyone who manages a social media channel in any capacity on behalf of a university-affiliated entity. While “social media” may not be in your title, if it is one of your assigned duties, you are considered a social media manager.

Social Media Policies

Minimum ASC Account Requirements

Minimum account requirements apply to pre-existing and new social media accounts

- **Meet with the social media unit lead on an annual basis to discuss social strategy**
- Each social channel must have **at least two** admins
- Login information must be recorded in an accessible place to ensure the continuation of account access through all personnel changes
- Must be able to publish a **minimum of one** original post per week on each platform
 - Shares, retweets, etc. do not count as original posts
- Must be able to monitor accounts daily
- Must be able to respond to inquiries in a timely manner during business hours
- Social media managers should attend University Marketing Social Media Community of Practice meetings when able
- Submit annual social media account audit (administered by the university)
- Report any account and/or admin changes to the ASC social media unit lead

Unit social media leads reserve the ability to freeze or close an account if the application process is not followed, audits are not conducted, or minimum requirements are not met

** University Policy: Institutional Social Media Accounts for Marketing and Communications Purposes*

New Account Approval & Creation

1. Social media application pre-requisites:

- Discuss social media needs and strategy with ASC social media unit lead
 - New accounts will not be approved for units that do not currently utilize their pre-existing channels
- If the ASC social media unit lead approves the creation of a new account, you may then move onto the application process
 - Any accounts created without prior approval will be submitted to the university for deactivation

2. Social media application process *(if approved by unit lead)*:

- Develop a long-term strategy and goals for the page/channel
- Identify at least two page/channel admins
 - Admins/contributors must read and comply with university social media policies *(Policies can be found on the [Social Media Community of Practice website](#))*
- Fill out the university social media application in its entirety
- Notify the ASC social media unit lead regarding the university's decision and provide all relevant account information for the ASC social media directory



Social Media Policies

Deleting/Editing Posts & Community Management

Ohio State is a public institution. Information created and stored on institutional social media accounts may be subject to Ohio public records law and public records requests.

Consequently, you may not do the following:

- Delete content that your department has posted unless it is to immediately fix a typographical or other posting error
- Delete or hide anything posted by your audience or external parties
- Ban any users from your social media pages

Account managers seeking to remove posted information from institutional social media accounts must contact the Office of Marketing and Communications and the Office of Legal Affairs for consultation prior to removal.

ASC Social Media Post Requests

When requesting that something be posted on the College social media channels on behalf of your department, the following requirements must be met:

- Submit a [Project Intake Form](#) with all relevant details and creative assets a **minimum of two weeks prior** to when you need the content to be posted (**project intake requests are reviewed on a weekly basis by the ASC MarComm team*)
- All post requests must either include a link that generates a high-quality image card (i.e. not a blurry or cut off image) or be accompanied by a high-quality image or graphic
- If the ASC social media unit lead deems that the content is appropriate for the College channels and is able to accommodate your request, your post will be added to the content calendar

Things of note:

- Text only post requests will not be accepted
- Posters/fliers that are text-heavy will not be accepted
- All images/graphics must follow [brand guidelines](#) and be optimized for each channel on which the content will be posted
- Last minute requests will not be accommodated, as the content calendar for the College social media is planned in advance
- If you need help with graphic design, this is a separate request on the Project Intake Form and will increase the amount of time needed to turn around the request