SOCIAL MEDIA POLICY GUIDELINES

Division of
STUDENT AFFAIRS

All Student Affairs department social media accounts are responsible for following Clemson University's Social Media Guidelines: media.clemson. edu/ows/university-relations/clemson-social-media-guidelines.pdf. Failure to comply with University Social Media Guidelines may result in account termination.

ACCOUNT MANAGEMENT AND COMPLIANCE

- Before creating any official social media account at Clemson University, departments must fill out and submit the "Social Media Account Request" form located at *clemson.edu/university-relations/services.html*, and the form must be approved by your department VP
- Official accounts must use a Clemson email (@clemson.edu) for administrative correspondence; it is recommended all accounts use a generic @clemson.edu domain account rather than a personal @clemson.edu domain account
- The account administrator must be a full-time employee at Clemson University, and department heads are ultimately responsible for all posted content
- Administrator must actively monitor department social media accounts and is responsible for overseeing the accuracy, professionalism and quality of all shared content, ensuring it protects the reputation and Clemson brand
- Administrator is responsible for ensuring all content follows University and division social media guidelines as well as University and division brand guidelines; applicable state, federal and local laws; and policies found in University faculty and staff handbooks
- If the account administrator ends their employment with the University, prior to departure, the administrator must transfer account access, passwords, resources, etc., to another full-time staff member, ensuring access to all accounts and training them on proper social media procedures for an official University account

BRAND COMPLIANCE

- All visual content shared on accounts (photos, graphics, colors, typefaces, etc.) must follow established brand guidelines for the University and division
    - Student Affairs Brand Guidelines: *media.clemson.edu/studentaffairs/ logos/guidelines/Student-Affairs-Brand-Guidelines.pdf*
    - Clemson University Brand Guidelines: *clemson.edu/brand/guide*
- All captions/text on graphics must follow University and Associated Press editorial style
    - Student Affairs Quick AP Style Guide: *media.clemson.edu/ studentaffairs/logos/guidelines/AP-Style-Guidelines.pdf*
    - Clemson Marketing and Communications Style Guide: *media. clemson.edu/ows/web/brand/UR_Style_Guide.pdf*

Account Handles

- All new accounts must follow the naming convention of @Clemson and then the department name/abbreviation. Please refrain from using other iterations of Clemson, such as @CU

IMAGES AND GRAPHICS

- Profile images must follow Marketing and Communications' social media profile image template
    - Reach out to Student Affairs Creative Services (CS) at *sacreative@clemson.edu* for profile images/headers
- Size images as 1200 by 1200 pixels for 1:1 photos, 1200 by 1500 pixels for 4:5 photos and 1080 by 1920 pixels for story-sized graphics and Reels videos
- Avoid text on images when possible. If you do need to create a graphic with text, utilize the social media graphic templates provided by CS
- Follow University and Student Affairs' brand guidelines

CONTENT

- Posts must be relevant to your specific department and audience to avoid duplicate messages/content across division accounts. Examples of relevant content: a post promoting an event your department is hosting or featuring one of your staff members
- For information related to the University, division or other departments in the division, reshare information utilizing the proper features for each platform (such as retweeting on Twitter or sharing a feed post from another account on your Instagram stories)

Hyperlinks

- If you need to include a link in Instagram, include language "Link in bio" in caption and update bio with necessary link
- If you need to include a link for Facebook, Twitter or LinkedIn, include shortened link in caption

First Amendment Guidelines

- As a public university, Clemson has obligations under the First Amendment and related laws — posts cannot be limited based on the content or viewpoint of the speech/expression, with the exception of posts that break laws or do not contain speech protected by the First Amendment
- Accounts cannot delete, edit or censor comments or posts based on the post's viewpoint regarding that topic

Copyright and Fair Use

- Content must follow copyright and fair use
- User-generated content can be used when the owner of the photo or video shares it with a Clemson social media account via message; mentions the account's handle; uses a hashtag promoted by the account; or mentions the department, group, unit or initiative represented by the account. Credit the original source when posting user-generated content

ADA Compliance

- Avoid adding text on top of static image posts when possible as it is not ADA compliant. If you do share a graphic with text, include all text from the image in the accompanying caption
- Provide captions of the audio in videos for the benefit of those who are without hearing, hard of hearing or non-native speakers
- Provide alternate text on photos when platforms allow for it

- When using animated GIFs, confirm the post can be understood through the accompanying text alone (and always include text with a GIF)
- Use initial capitalization (aka CamelCase) when using hashtags; Examples: #ClemsonFamily or #SolidOrangeFriday
- Use emojis judiciously and place spaces between them

Additional Requirements
- Posts and/or comments from department accounts cannot contain any information regarding student records, especially medical records per FERPA and HIPAA
- Administrators must abide by NCAA regulations

SWEEPSTAKES AND CONTEST RULES
- Raffles and lotteries are NOT allowed
- When implementing a contest, the account administrator must provide clear instructions on what is expected from participants and how winners will be chosen
- Any sweepstakes or contest with a prize value greater than $25 must be authorized and approved by Marketing and Communications

ACCOUNT SAFETY
- Passwords are recommended to be updated at least one time per semester
- Marketing and Communications will do a University request for password changes at the start of the Fall academic year
- If someone who has access to the account leaves Clemson, passwords should be changed immediately

Password Guidelines
- Use a mix of letters, numbers and symbols

COMMUNITY MANAGEMENT
- Respond to every message received with all responses being sent within a 24-hour window of receiving the message
- To increase engagement, like or reply to comments users leave on your content — monitor all comments and respond within 24 hours if a response is necessary
- When searching for mentions or tags, look at notifications
- Only tag account(s) directly related to the content being shared
- Only use specific hashtags relevant to the brand or content being posted; consult with Marketing and Communications before creating your own hashtag

STUDENT TAKEOVERS
- Meet with the student to discuss expectations from a brand perspective
- Best platform for student takeovers is Instagram
- All content and content ideas must be approved by the Marketing and Communications team to ensure it is University compliant

POSTING FREQUENCY
- Official department accounts at Clemson must be continually updated and monitored
- Accounts deemed inactive or obsolete in terms of social media best practices may be subject to deactivation or deletion

Platform Guidelines
- Facebook — 3-4 organic posts per week
- Instagram — 3-4 organic posts per week
- Twitter — 1-2 organic posts per day
- TikTok — Clemson University prohibits use of this platform for security
- YouTube — 1-3 organic posts per week

PLATFORM PURPOSE
- Facebook —to share images and videos, creating events, organic/paid opportunities, and the use of native links to enhance traffic back to our Clemson University website
- Instagram — to showcase visually the experiences in academics, extracurricular activities, etc., for our students here at Clemson; in addition, users can preview a behind-the-scenes look with less curated content utilizing Instagram Story content
- Twitter — to drive conversations around our brand and engage in meaningful conversations that show us as a leader in key areas
- YouTube — a platform for long-form video content where an account owner can create playlists around certain topics

CRISIS COMMUNICATION

- There may come a time when a crisis occurs either directly on your page (such as via a comment or message) or at the brand level. In these instances, it may be necessary to engage Marketing and Communications for direction or to go dark on your accounts until further action is provided.
- Please see categories below for response to a post or comment based on if it is negative, positive or a threat

NEGATIVE
IS IT ACCURATE?
- YES → CAN YOU ASSIST?
  - YES → CONSULT WITH UR SOCIAL TEAM FOR RESPONSE
  - NO → SEND SCREENSHOT TO UR SOCIAL TEAM
- MAYBE → SEND SCREENSHOT TO UR SOCIAL TEAM
- NO → HIDE THE COMMENT OR MONITOR FOR TRACTION

POSITIVE
IS IT ACCURATE?
- NO → HIDE THE COMMENT OR MONITOR FOR TRACTION
- MAYBE → SEND SCREENSHOT TO UR SOCIAL TEAM
- YES →
  - Twitter: RETWEET/QUOTE TWEET
  - Facebook: COMMENT
  - Instagram: COMMENT

A THREAT
IS IT ACCURATE?
- FOLLOW BVK GUIDANCE ON CRISIS MANAGEMENT