JACKSONVILLE STATE UNIVERSITY

Manual of Policies and Procedures

POLICY NO.: V:03 **DATE: October 2019**

REVIEW/REVISION DATES: October 2019, July 2020, September 2020, July 2026

SUBJECT: Social Media Policy

APPROVED: Don C. Killingsworth, Jr., President

PURPOSE

Jacksonville State University ("JSU" or "University") embraces social media and values the role it plays in communicating information quickly and effectively. To assist those managing social media sites on behalf of JSU and to inform the campus community of the appropriate official use of social media when representing JSU, the university has adopted this social media policy.

Those maintaining or posting to social media sites on behalf of JSU must remember that in so doing they could be risking improper disclosure of confidential and proprietary information, as well as compromising the university's compliance with rules, regulations, and laws. This policy applies to employees or agents of the university using social media for official university communication. All social media accounts representing JSU schools, colleges, departments, programs, offices, or other units shall adhere to this policy.

This policy also provides guidelines to employees regarding personal use of social media

A. POLICY REGARDING UNIVERSITY SOCIAL MEDIA ACCOUNTS

Account Oversight

Official University social media accounts are defined as those registered and overseen by content managers trained by Web Services. Web Services is responsible for the enforcement of this policy. JSU reserves the right to revise or delete any content on social media without notification.

Deans and/or directors are responsible for providing content for social media or informing content managers including those in Web Services about promotable information. For content that needs to be promoted through the primary JSU social media accounts, a proper request must be completed at jsu.edu/web.

JSU will have one official social media account per platform that serves as the University's primary account for content, news, and general information ("Tier 1 Accounts"). In addition, JSU will allow secondary social media accounts for colleges, administrative divisions and major departments ("Tier 2 Accounts"). Finally, JSU will allow social media accounts for programs, initiatives or other specialized units ("Tier 3 Accounts").

Tier 2 and Tier 3 Account Creation

To create a social media account that is recognized as a Tier 2 or Tier 3 Account, the department/organization must:

1. Submit a formal request via Web Services at https://jsu.edu/web

2. Submit written permission from the department chair or program director and the Dean of the College or the appropriate Vice President over the program area

3. Participate fully in training offered by -Web Services to obtain training in content creation and social media strategy

4. Identify at least two content managers/administrators for the page(s), each of whom must be a current university employee (excluding student workers) who understands and agrees to abide by this policy

5. Share the login credentials with the department chair, program director and with Web Services to ensure continuity if, and when, the social media administrators vacate their positions.
    a. In the event the login credentials for a social media profile have been forgotten or lost, work to regain access or deleting of the page must occur before a new page is started.
    b. Duplicate pages representing the same unit are not permitted.
    c. If a social media content manager vacates their position, it is the responsibility of the department to notify Web Services so that account credentials can be changed.
    d. Credentials must not be shared with anyone except the positions listed above. Temporary access may be granted with special permission from Web Services for special circumstances.
    e. Web Services must be notified before any credential changes or exchanges.
    f. Tier 2 and 3 Accounts must grant account access to the corresponding Jax State Administration (Jax State Admin) account to prevent loss of account access in the event of lost credentials.

Social Media Account Structure

To maintain brand consistency, reduce audience fragmentation, and ensure strategic communication across platforms, Jacksonville State University organizes official social media accounts into structured tiers.

Tier 1: Official University Accounts

Tier 1 accounts represent the primary voice of the University. These accounts are managed exclusively by Web Services and serve as the institution's central social media presence.

Characteristics of Tier 1 Accounts:

- Represent Jacksonville State University as a whole
- Serve broad audiences (prospective students, current students, alumni, faculty, staff, community partners)
- Uphold institutional brand voice and visual identity standards
- Operate as the authoritative source for university-wide messaging

No other account may represent itself as the official, primary voice of the University.

Tier 2: College and Department Accounts

Tier 2 accounts represent academic colleges, administrative divisions, or major departments. These accounts operate under university brand standards but are managed within their respective units.

Tier 2 Guidelines:

- One primary account should encompass all programs, centers, and initiatives within the department or college.
- Sub-programs, concentrations, and internal units should not create standalone accounts when content can reasonably be integrated into the parent department feed.
- Tier 2 accounts must demonstrate consistent posting, engagement, and strategic purpose.

The goal of Tier 2 accounts is to centralize communication and prevent unnecessary fragmentation of audiences.

Tier 3: Program-Specific Accounts (Limited & Strategic Use)

Tier 3 accounts are reserved for programs, initiatives, or specialized units that require a distinct and sustained content strategy beyond what can be effectively supported within a Tier 2 account.

Tier 3 Approval Criteria:

- An active and consistently maintained Tier 2 account must already exist.
- The proposed account must demonstrate a documented need for content volume that exceeds what the Tier 2 channel can reasonably accommodate.
- The program must have a sustainable content plan and dedicated management resources.
- Audience demand and engagement metrics must justify segmentation.
- Maintenance of account within the same guidelines as Tier 2 accounts

Tier 3 accounts will not be approved solely for branding preference or convenience. Account creation must be strategically justified and formally approved.

Affiliated & Student-Run Accounts

Clubs, organizations, and student-led groups may operate independent social media accounts. These accounts are not considered official university accounts and are not categorized within the university tier system.

While these accounts are not managed by the University, they must:

- Adhere to applicable university policies and codes of conduct
- Avoid representing themselves as official university channels
- Clearly indicate their student-led or organization status in account descriptions

The University reserves the right to address misuse of branding or misrepresentation.

Purpose of the Tiered Structure

This tiered approach exists to:

- Protect the Jacksonville State University brand
- Prevent audience dilution
- Ensure strategic clarity
- Maximize engagement and content effectiveness
- Maintain professional standards across platforms

All new social media accounts must be reviewed and approved prior to creation.

Maintaining a University Social Media Account

Content managers/administrators should use good judgment in posting content to Tier 2 and Tier 3 social media accounts. Positive brand representation is essential to the growth and expansion of the University; therefore, all content managers/administrators acting and/or speaking on the behalf of the University must take accountability for upholding JSU's reputation.

- All Tier 2 and Tier 3 Accounts must adhere to FERPA, HIPPA and other laws and regulations governing the protection of personal information.
- Content on Tier 2 and Tier 3 Accounts should not contain offensive or vulgar language or sexually suggestive content.
- Posts that could be interpreted as a commercial endorsement of a person, business, or company are not allowed on any Tier 2 or Tier 3 Account. If unsure, please check with Web Services.

- The social media profiles of Tier 2 and Tier 3 Accounts must be updated regularly. Stagnant social media pages damage the University's image and weaken the page's ability to have content appear in users' feeds when posts are finally made.
    a. Inactive accounts (30 days or more without posting) will be evaluated for consolidation within the university's Tier 1 or approved Tier 2 social media structure and may be decommissioned if continued activity cannot be sustained.

- All content posted on Tier 2 and Tier 3 Accounts must comply with JSU's Title IX and Equal Opportunity policies. Content that shows someone getting hurt, attacked or humiliated, that is racist, bigoted or demeaning to an individual or a particular group of individuals, including bullying and personal attacks, or that depicts activity that is illegal, will not be tolerated.
- JSU's internal operations and policies are not appropriate topics for online discussion. Likewise, confidential, or proprietary information shared with social media administrators in connection with their position at JSU, whether the University or a third party provided it, should not be disclosed on social media.
- While engaging on social media on JSU's behalf, do not express political opinions or engage in political activities. Political opinions can only be expressed in one's private capacity on a personal social media account and, even then, the appearance that one is speaking or acting for JSU in political matters must be avoided.
- All online contests, auctions, and other fundraising campaigns – including those promoted or operated on social media – must be cleared by the JSU Legal Office and approved by JSU's Vice President for Philanthropy.

Social Media Content Creation

- Each Tier 2 or Tier 3 Account must use its official University social media departmental logo provided by Web Services upon page creation as its social media profile image unless special permission is granted by Web Services to use alternate images. Exceptions may be granted during special marketing campaigns within that college/department/unit or for an anniversary.
- Any video produced for a Tier 2 or Tier 3 Account, including those posted to YouTube, must be approved by Web Services and JSU Marketing and Communications prior to release. All videos produced for athletics and sports programs must be approved by the Athletic Director and the Sports Information Director.
- The distribution of copyrighted online material such as photos, news articles, videos, etc. is strictly forbidden on Tier 2 and Tier 3 Accounts, unless the original copyright holder has granted written permission. When applicable, original sources should be credited. Redistribution of materials in the form of a shared link to the original source is acceptable. Any content shared via Creative Commons licensing should adhere to CC attribution guidelines.

All photos acquired from the JSU photography database must provide photo credit to the University.

Paid Social Media Advertisements

All paid social media advertisements must be conducted through JSU's Tier 1 Accounts, unless special approval is granted by Web Services. This process ensures that messaging reaches the intended audience in the most efficient manner and can be monitored and optimized by Web Services.

Any advertising campaign requests must be approved by the Dean/Director of the appropriate college or department before being submitted to Web Services. All requests must be submitted at least two weeks prior to the campaign's intended launch date to allow sufficient time for ad creation, review, and approval.

Failure to adhere to this policy may result in delays or the inability to process the advertisement request.

Accessibility

- All Tier 2 and Tier 3 Accounts must adhere to JSU's web accessibility policy and comply with ADA obligations. For guidance and mandatory training on these issues, please contact Web Services.

Compliance & Enforcement

All social media accounts representing Jacksonville State University, or its colleges, departments, or programs must operate in accordance with this policy.

Accounts created or operated outside the scope of this policy — including unauthorized use of university branding, misrepresentation of official status, or failure to comply with approved governance standards — may be subject to corrective action.

Corrective action may include:

- Required consolidation into an approved tier
- Removal of University branding
- Administrative suspension or termination of the account
- Formal cease and desist communication issued by the University's legal counsel

Failure to comply with University directives regarding social media governance may result in further administrative review. The office responsible for compliance and enforcement of this portion of the Policy is Web Services under the direction of the Chief Marketing Officer.

B. POLICY REGARDING INDIVIDUAL EMPLOYEE'S PERSONAL USE OF SOCIAL MEDIA

JSU employees, including administrators, faculty and staff (hereinafter "Employees"), who utilize personal social media accounts for official business (i.e. communication with students, alumni or other constituents) should clearly identify themselves as a representative of JSU in such cases and know that all relevant JSU policies regarding social media, privacy and communication will apply.

Employees who engage in purely personal online activities and social media are not bound by the requirements of this policy. Instead, such Employees are responsible for what they post on their own personal social media account, and they shall not represent that they are speaking on behalf of the University. Furthermore, an Employee's personal use of social media shall not be deemed in furtherance of their responsibilities on behalf of JSU, and any postings from personal accounts shall not be considered a direct consequence of the discharge of his/her duties. Consequently, JSU will not be liable for and will not indemnify an Employee for any liability that results from postings from personal social media accounts.

Even when an Employee is engaging in purely personal online activities and social media, a JSU affiliation on a social media profile could affect JSU. Identification of an affiliation with JSU in a profile or comments, will naturally cause affiliation with JSU. Accordingly, a lways think before posting, be civil to others and do not post personal information about others without their permission. An employee who engages in purely personal online activities and social media may wish to consider adding a statement to their social media profile that indicates the views expressed do not constitute official statements on behalf of JSU or represent the views of JSU as a whole.[1]

Supervisors are responsible for enforcement, working in partnership with Human Resources and Legal to ensure consistent and compliant application.

RESOURCES

Web Services provides assistance and training to JSU social media content administrators. For guidance when establishing a JSU social media profile and social media strategy, support troubleshooting issues, or any questions or concerns, contact Web Services.

The Jax State Brand Guide outlines appropriate logo and branding usage. The Brand Guide must be adhered to in any university content creation that will be shared internally or externally.

JSU's main social media profiles are as follows:

- **Facebook:** http://www.facebook.com/JacksonvilleStateUniversity
- **X:** http://www.twitter.com/JSUNews
- **Instagram:** https://www.instagram.com/jacksonvillestateuniversity/
- **YouTube:** http://www.youtube.com/JacksonvilleStateU
- **LinkedIn:** http://www.linkedin.com/company/jacksonville-state-university

[1] See also Faculty Handbook, section 2.1.3 (as applicable to Faculty).

RESPONSIBILITY

The policy is the responsibility of the Vice President for University Philanthropy.

EVALUATION

This policy will be reviewed by Web Services, the Vice President of University Philanthropy, and Human Resources at least every five (5) years.