**Social Media Representing Your SAS Department**

Please complete this document and share it with your departments so everyone is aware of what your official social media is, procedures for creating new social media and maintaining existing social media, expectations for all employees with personal social media and how to handle turnover so we do not lose access to social media accounts.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**#1: Read through WSU Social Media Guidelines & Policies:** [**weber.edu/socialmedia**](https://weber.edu/socialmedia)

If you are representing \_\_\_\_\_\_\_\_\_\_*(department)* on our official SM or as an employee of \_\_\_\_\_\_\_\_\_\_\_\_*(department)* on your personal SM, your posts must be respectful of the department mission and the SM goals.

* + Our Official Social Media:
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*(Facebook URL)*
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*(Instagram URL)*
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*(YouTube URL)*
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*(Other URL)*

*\*please no TikTok*

* + Any Official Hash Tags for Department (if any)
		- #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Our department mission:

* + Our goals and purpose for EACH social media account (please don’t just post the same thing across all mediums – each account should have a purpose, however, Facebook and Instagram tend to be quite similar):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*(full-time staff member)* is the supervisor in charge of all social media accounts for our department. If s/he/they chooses to allow students to post on the official social media, there can be no more than three users (+ supervisor) at any given time.

* Facebook
	+ Student/Staff Admin 1:
	+ Student/Staff Admin 2:
	+ Student/Staff Admin 3:
* Instagram
	+ Student/Staff Admin 1:
	+ Student/Staff Admin 2:
	+ Student/Staff Admin 3:
* YouTube
	+ Student/Staff Admin 1:
	+ Student/Staff Admin 2:
	+ Student/Staff Admin 3:
* Other Social Media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Student/Staff Admin 1:
	+ Student/Staff Admin 2:
	+ Student/Staff Admin 3:
* Other Social Media \_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Student/Staff Admin 1:
	+ Student/Staff Admin 2:
	+ Student/Staff Admin 3:
* An editorial calendar should be created ahead of time and OKd by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*(supervisor and/or department head)*
* When there is student/staff turnover, \_\_\_\_\_\_\_\_\_\_\_\_\_\_*(supervisor full-time staff member)* is in charge of removing/adding FB admins and changing other social media password. S/he/they is in charge of tracking all passwords and will share new login info with those who need it.
* All social media passwords (outside of Facebook because you have to login with your own account to access our department account) should use the department email address *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(department email)*  to create the account so we can reset passwords with turnover.
* You may NOT create any SM representing *\_\_\_\_\_\_\_\_\_\_\_\_\_(department)*. If you want to create or be part of a Facebook group, the group must be private and include "not official" in the title.
* \_\_\_\_\_\_\_\_\_\_\_\_\_*(supervisor full-time staff member)* will handle any un-cordial comments posted to SM (and will pull in Student Communications for anything that gets out of control). Please let her/him/they know if you see something posted that needs her/his/their attention ASAP.
* If there is a major event/situation such as a pandemic, Marketing & Communications will provide you with approved language to use to respond to comments/questions on official WSU platforms. If that is not sent to you from Marketing & Communications, please reach out to Dani McKean daniellemckean@weber.edu x8036.
* If the department would like to create a new official social media account for the department, please request to create an account on the Student Communications website (https://weber.edu/studentcomm) so Marketing & Communications are aware of what is being created and can help you set up the account correctly.