



Langston University Guidelines for Using Social Media on Behalf of the University

Social media is a great way to connect with Langston University's (LU's) constituents, and has become an extended arm of marketing. Though social media is an easy means of communication, it should be part of an overall communications strategy.

The guidelines listed below will inform you of procedures for using social media on behalf of the University.

1. In your capacity at LU, or when posting on behalf of the university, the intellectual property that you create and publish to social media sites (postings, messages, etc.) is the property of Langston University.
 2. In your capacity at LU, or when posting on behalf of the university, you are prohibited from posting copyrighted materials.
 3. All university, college or department level social media or networking accounts must be managed by an approved, general e-mail account so dual role or responsibility is shared. No single individual shall be responsible for a social media or networking account.
 4. Social media or networking accounts must be established by a Department of Public Relations representative. Facebook pages will be established by an official university page, when the establishment by an official university page is not possible, account originators will establish a member of the Department of Public Relations as an administrator or grant administrator access.
 5. All paid placement marketing advertisements placed on social media sites must be developed or approved by LU's Office of Public Relations prior to implementation.
 6. Content must be current, reliable, accurate, and grammatically correct, but may utilize web 2.0 languages such as "@username", letter shortcuts such as U and R, and other generally recognized methods of online communication.
 7. If your account remains dormant (no activity or posts) for three months, the account will be deleted.
 8. The University has the authority to edit social media content produced on behalf of the university if such content is contrary to the best interests of LU.
 9. The University has the authority to discipline an employee who uses LU social media outlets to disclose confidential student information, to impair working relationships at the university, or interfere with the regular working operations of the university. University grievance procedures will apply to such disciplinary action.
 10. Social Media training is available if needed, please contact the Office of Public Relations to schedule training at your convenience.
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