



## Social Media Account Creation Procedure

### USG Procedure

#### I. Purpose and Applicability

This procedure outlines the steps to have USG create a departmental social media account.

#### II. Definitions

- A. *Social Media*: refers to any platform for online publication and commentary, including, but not limited to, blogs, and social networking sites such as Facebook, Flickr, Instagram, LinkedIn, Snapchat, Twitter, Google+, Wordpress, Vimeo, and YouTube.

#### III. Signage Request Procedure

- A. Receive written approval from your direct supervisor.
- B. Contact USG Marketing and Communications to ensure that the account is in alignment with USG's social media strategy as the account will be listed with all USG campus-wide social media accounts. Marketing and Communications can also help set up your account and create graphics and branding for your social media presence.
- C. Familiarize yourself with the Social Media Policy and Best Practice Guidelines

#### IV. Related Documents

- A. [Social Media Policy](#)