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