



POLICY STATEMENT

for

Social Media Appropriate Use

SU Policy Number: 402-008.0

ORIGINATING OFFICE

Division of Enrollment Management and Marketing

PURPOSE

To promote the University in a positive manner and support online engagement while complying with legal and regulatory requirements and establishing clear expectations for anyone who manages official Shippensburg social media accounts.

SCOPE

This policy applies to:

- All official Ship social-media accounts (e.g., Facebook pages, X/Twitter handles, Instagram accounts, LinkedIn pages, YouTube channels, podcast feeds, blogs, group messaging apps) that use the University's name, marks, or resources.
- All account users have administrative rights.

OBJECTIVE

This policy aims to ensure Shippensburg University social-media posts from an official Shippensburg account reflects consistent branding, accurate and accessible content, that embodies the University's mission and values; to safeguard all confidential information against unauthorized disclosure; to minimize legal, reputational, cybersecurity, and compliance risks associated with online engagement; and to clearly delineate roles and accountability for social-media governance, content creation, security protocols, and crisis communication.

POLICY

1. Mission
 - 1.1. Official University social media accounts exist to advance Shippensburg's brand and to communicate the mission, goals, and news of the specific division, department, or organization managing the account. This policy excludes authorized student media organizations and associated social media accounts.
2. Account Creation & Registration
 - 2.1. New accounts require prior written approval from the Office of Communications and Marketing.
 - 2.2. Approved accounts must be registered in the Ship Social-Media Directory with at least two full-time University employees, faculty, or staff listed as administrators.
 - 2.3. Accounts should be created using a department or office e-mail address (ex: sunews@ship.edu), rather than an individual's Ship e-mail address.
3. Account Lifecycle and Maintenance
 - 3.1. Any official or affiliated account that shows no posts or measurable engagement for six consecutive months may be deactivated by the Office of Communications and Marketing; if the user cannot demonstrate an ongoing need, the account will be deactivated or archived within 30 days.
 - 3.2. When duplicates or outdated pages are discovered, users should notify the Office of Communications and Marketing immediately so the pages can be merged or removed, and followers redirected to the primary account.
 - 3.3. Within 30 days of a departmental reorganization, leadership change, or name change, current account administrators must (a) transfer full administrative credentials to the new unit head or designee, (b) update branding elements to reflect the new structure, or (c) sunset the account, in coordination with the Office of Communications and Marketing and other account users, if it is no longer needed.
4. Content Standards
 - 4.1. Posts must be accurate, timely, and accessible.
 - 4.2. Do not publish confidential or proprietary information, personal student records, non-public research data, or content that violates copyright or licensing agreements.
 - 4.3. Prohibited content: harassment, threats, obscenity, political campaigning on behalf of a candidate/party, commercial endorsements unrelated to Ship operations, misinformation, or anything that conflicts with PASSHE or University policies.
5. Brand & Style Guidelines
 - 5.1. Use official logos, colors, and naming conventions provided by the Office of Communications and Marketing.
 - 5.2. Correct any factual errors promptly and transparently (e.g., "Correction:").
 - 5.3. Cross-promote content responsibly; avoid duplicative posts across platforms.
6. Security & Access Management
 - 6.1. Enable multifactor authentication and use University-issued email addresses for logins.

- 6.2. Passwords: minimum 14 characters, unique to the platform, rotated at least annually or upon staff turnover.
- 6.3. Immediately remove departed employees or students from admin roles and transfer ownership credentials to a remaining authorized Account Administrator or Secondary Administrator, as defined in the “Responsibility” section.
7. Crisis & Incident Communication
 - 7.1. In emergencies or reputational crises, all official statements will come from the Office of the President, Shippensburg University Police Department, the Office of Communications and Marketing, and SU News feeds.
 - 7.2. Do not post unverified information; instead, route inquiries to the Office of Communications and Marketing for verification, clarification, and further action before posting.
8. Moderation & Records Retention
 - 8.1. Users must monitor interactive features (comments, messages). PASSHE Legal advises turning off the ability to comment on posts on social media platforms.

RESPONSIBILITIES

1. All Users
 - 1.1. Post responsibly, protect confidential data, comply with platform terms and this policy, correct errors, and seek clarification when unsure.
2. Office of Communications and Marketing
 - 2.1. Issue brand guidelines, approve/track accounts, train users, audit content, and coordinate crisis messaging.
3. Account Administrators (Faculty/Staff Leads)
 - 3.1. Maintain credentials, ensure adherence to policy.
4. Secondary Administrators/Student Employees
 - 4.1. Create posts under supervisor guidance, flag issues, and report incidents immediately.
5. Information Technology (IT)
 - 5.1. Support users on best practices, including but not limited to, multifactor authentication tools, support account recovery, and help address potential cybersecurity threats.
6. Human Resources & Student Affairs
 - 6.1. Advise on employee/student conduct implications, coordinate disciplinary processes.

RECISSION

Upon approval, this policy shall supersede all previous Shippensburg University policies governing the use of all official and affiliated University social-media accounts.

APPROVALS

FILENAME

DATE

DISTRIBUTION