

Southern Arkansas University Tech (SAU Tech) Social Networking Policy

Facebook (We Put You First)

Background Information

- SAU Tech has a Facebook account entitled, “We Put You First.”
- The College’s account is used primarily for recruiting purposes.
- There is an organizational “page” associated with this account for Southern Arkansas University Tech proper (the College) which is used to post activities, events, department news, etc. as it pertains to communicating with the public.
- In order to post information on the SAU Tech page, employees are assigned roles as “content creators” by the Director of Communications.

Policy

- There are currently seven SAU Tech department “pages” on Facebook (excluding the College’s page) that represent auxiliary services. These pages are:
 - SAU Tech Radio Station (KC89)
 - SAU Tech Career Academy
 - SAU Tech Alumni and Friends Association
 - SAU Tech Community Education
 - SAU Tech Adult Education Centers
 - SAU Tech Multicultural Association
 - Arkansas Fire Training Academy
- Departments not included in the list above that would like to post information on SAU Tech’s organization page should follow the process below.
 - The department head should designate an individual who will be responsible for making posts on behalf of his/her department.
 - The department head should send this name to the Director of Communications.
 - The Director of Communications will give the designated individual “content creator” privileges to SAU Tech’s page.
 - The designated individual will post pertinent information as needed (Note: Postings should not be personal in nature and care should be taken to ensure correct grammar and spelling.)
 - When the designated individual leaves employment with the college, the department head should assign these duties to another employee and notify the Director of Communications of the change.
- SAU Tech faculty or staff may not create Facebook pages that represent any program or service of the college.

(Effective: 02/10/2010)
(Revised: 05/09/2013)
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Twitter (SAUT68)

SAU Tech currently has a Twitter account. The College's Twitter account is linked to its Facebook account so that as the Facebook page is updated, Twitter will automatically be updated.

Instagram (SAUT68)

SAU Tech currently has an Instagram account that is used by Student Life and the Communications Office for marketing purposes.

Other Social Networking Sites

This policy applies to all social networking sites including but not limited to Facebook, Twitter, Instagram, blogs, groups, etc. Any means of communicating with students and/or prospective students via the web, which represents SAU Tech, must have prior approval from the Communications Department.

Violation of Policy

The Vice Chancellor for Information Technology is responsible for enforcing compliance with provisions of this policy and investigating suspected non-compliance. Penalties for non-compliance include, but are not limited to:

- A. Suspension of the social network service with or without notice.
- B. Internal disciplinary measures, including discharge for instances of non-compliance that result in damage or otherwise compromise SAU Tech or its employees, agents, or customers.
- C. Initiation of criminal or civil action, if appropriate.