

SOCIAL MEDIA POLICY

The Marketing and Media Relations Office is responsible for maintaining all official Temple College social media accounts (Facebook, Twitter, Instagram, etc.), with the exception of accounts maintained by the East Williamson County Higher Education Center (EWCHEC) locations in Taylor and Hutto.

Departments, offices and programs are encouraged to submit photos and content for the College's social media accounts. Photos and ideas for content should be submitted to the Director of Marketing and Media Relations.

Programs and departments within the College may establish their own social media accounts, provided they commit to regularly posting to those accounts. Any programs or departments that establish new social media accounts should inform the Marketing and Media Relations Office so those accounts can be added to the College's Social Media Directory (<http://templejc.edu/offices-departments/marketing-media-relations/social-media-directory/>).

Temple College social media accounts are to be used for sharing information about the college and its programs, and facilitating conversations with followers. They are not to be used for any private or personal purposes, including political conversations or endorsements. Social media outlets are an important way for the College to enhance communications with its target audiences.

Content posted on Temple College social media accounts must follow existing policies regarding student confidentiality and use of copyrighted materials. Content may not contain offensive material or link to Web pages or social media accounts that contain such material.

Content for Temple College social media accounts should be reviewed carefully for proper spelling, grammar and punctuation prior to posting, just as it would be for any printed publication or webpage. Tips on writing content for social media accounts can be found in the College's Social Media Style Guide, which is available from the Marketing and Media Relations Office.

Any Temple College logos used on social media accounts must be used in accordance with the College's Graphic Standards, which are available from the Marketing and Media Relations Office.