



ASUN Operating Procedure – 11002

Operating Procedure Synopsis

Title: Social Media

Approval Date/Revision Date(s): 9/2018

Review Date(s): 8/2020, 8/2021, 8/2022

Executive Cabinet Liaison: Vice Chancellor for Leadership and Community Engagement

Responsible Manager: Executive Director of Marketing and Communication

A. Purpose and Scope

Arkansas State University-Newport maintains an official presence on Facebook, Instagram, Twitter, Snapchat and TikTok to support the college in accomplishing its mission and achieving its goals and objectives. These procedures are also subject to the addition of other forms of social media. ASU-Newport encourages feedback and comments from prospective students, current students, alumni, faculty, staff, and members of the community. The institution remains committed to maintaining these sites as safe and family-friendly forums for sharing information.

B. Definitions

N/A

C. Procedures

Arkansas State University-Newport maintains these social media sites for the purpose of promoting events, accomplishments and individuals related to the college. These sites are also used as a means of interaction and communication between ASU-Newport and its students, staff and community. School closings, notifications and press releases may also be posted to ASUN's social media sites. Currently, content is submitted to the Executive Director of Marketing and Communication, for submission.

To maintain a positive environment for ASUN's online visitors, ASU-Newport reserves the right to remove or block posts, users, or any content from ASUN's official college-sponsored pages. Additionally, ASU-Newport expects users to comply with each social media website's terms of service.

The following types of content are prohibited from ASU-Newport social networking sites:

- Derogatory language or demeaning statements about or threats to any third party;

*All ASUN students, faculty, staff and administrators are expected to adhere to operating procedures.

- Lewd, indecent, or incriminating images or information depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior or inappropriate language;
- Content that violates local, state or federal law;
- Online gambling;
- Content that harasses any third party or personal attacks of any kind;
- Selling goods or services for personal financial profit;
- Comments or posts that are unrelated to Arkansas State University-Newport;
- Spam
- Infringement on copyrights or trademarks; and/or
- Offensive comments that target or disparage any ethnic, racial, religious, or other group of people.

These guidelines are subject to change without notice, and ASU-Newport reserves the right to delete any post deemed unacceptable, and/or block the offending party from ASUN social media, even on the first offense. If you have any questions or concerns about a post or comment, please contact the Executive Director of Marketing and Communications.

When an event occurs throughout any ASUN campus or location, it is brought to the attention of the Marketing and Communications Department. The event is then dissected and the Executive Director of Marketing and Communications is responsible for disseminating information on the appropriate social channel.

D. Related Information

<https://www.facebook.com/ASUNewport>

<https://www.twitter.com/ASUNewport>

<https://www.instagram.com/ASUNewport/>

<https://www.snapchat.com/add/asunewport>

<https://www.tiktok.com/@asunewport>