AUM
AUBURN UNIVERSITY AT MONTGOMERY

Social Media Policy

Effective:	05/01/2007
Prior Versions:	09/26/2024
Responsible Office:	Office of Strategic Marketing and Communications (SMC)
Review By:	

I. Purpose

While Auburn University at Montgomery (AUM) encourages students, faculty, staff, departments and units to engage through social media, such engagement requires professionalism, accuracy and care to ensure effective communication. This policy defines the rules and procedures for the official use of university-affiliated social media accounts to ensure that AUM-sponsored platforms are legally compliant and aligned with university policies.

II. Policy

AUM encourages the use of social media to connect with key stakeholders — including current and prospective students, employees, alumni, parents, community and industry partners, and friends of the University. Social media platforms play a vital role in raising awareness, fostering engagement, and sharing timely and relevant information.

III. Applicability

The policy applies to all students, faculty, staff, and others involved in the official use of social media on behalf of the University or its colleges, departments, units, programs, athletic teams, or recognized student organizations.

IV. Responsibility

The Office of Strategic Marketing and Communications (SMC) is responsible for implementing and updating the policy, as necessary. Managers and supervisors are responsible for ensuring that team members within their scope of supervision are aware of and have access to these guidelines.

V. Definitions

i. Social Media Platform (Platform): A third-party website, app, or online tool that enables users to create communities and share content. Examples include Facebook, Instagram, X (formerly Twitter), YouTube, Snapchat, LinkedIn, Threads, and similar platforms.

ii. Official University Social Media Account (Account): A social media account that represents AUM or one of its colleges, departments, units, or official programs. This policy does not apply to personal or unofficial student organization accounts.

iii. Social Media Platform Account Administrator (Administrator): A University employee responsible for managing a university-affiliated social media account.

iv. Social Media Platform Post (Post): Any textual, visual, or multimedia content shared on a platform, including comments, shares, reposts, messages, blogs, or time-limited entries.

v. Copyright: Legal protection for original works of authorship — including artistic, literary, musical, and dramatic works. Copyright protects the expression of ideas but not the ideas or facts themselves.

VI. Procedures

A. Creating and Operating an Official University Social Media Account

i. Administrators must obtain approval from the Office of Strategic Marketing and Communications (SMC) and their University Unit head before creating an account.

ii. All new accounts must be registered with SMC using pr@aum.edu. Registered accounts will be added to AUM's official account directory.

iii. Each unit must designate at least one, preferably two, employees as Administrators. These individuals will serve as the official points of contact for the account.

iv. When an Administrator leaves the University or changes roles, supervisors must ensure account access is secured and a replacement Administrator is named. Departmental email addresses, not personal or individual AUM accounts, should be used to establish accounts.

v. Administrators must review each platform's terms of service, as some restrict organizational naming conventions or claim rights to posted content.

vi. Official University Accounts must be used solely for University purposes and not for personal activity.

vii. Official unit-level accounts should follow central University accounts on their platforms.

viii. In compliance with Governor Kay Ivey's December 2022 Executive Order, AUM and its units are prohibited from using TikTok on state-issued devices or networks.

ix. All Official University Accounts must comply with applicable laws, University policies, and NCAA bylaws.

B. Posting on Official University Social Media Accounts

i. Only public information may be shared. Confidential records — including FERPA-protected educational records, HIPAA-protected medical records, or business transactions — must not be posted.

ii. Posts should highlight University programs, events, achievements, and activities.

iii. Posts must comply with Web Content Accessibility Guidelines (WCAG).

iv. All posts should reflect professionalism and protect AUM's reputation. Profanity, slurs, hate speech, personal attacks, and disparaging remarks toward individuals or institutions are prohibited.

v. Posts must respect copyright, trademark, and intellectual property laws.

vi. Graphics, photos, and videos must follow University branding guidelines.

vii. Administrators are encouraged to link to source material on University websites to strengthen credibility and reduce misinformation.

viii. Administrators managing athletics-related content must comply with NCAA regulations and must not interact with prospective student-athletes until they have signed a National Letter of Intent with AUM.

ix. SMC may require the removal of any posts that violate these standards.

C. Use of University Logos and Account Profiles

i. University logos may not be used without permission from SMC, and must follow AUM's Branding Guidelines & Style Guide.

ii. "Sunset" logos (e.g., the AUM "tower" logo) are prohibited.

iii. Profile images may include approved departmental branding or avatars authorized by SMC.

iv. Account "About" sections must clearly identify the affiliation with AUM (e.g., Auburn University at Montgomery School of Nursing).

D. University Announcements, News, and Emergency Communication

i. Units should not post significant University news until it has been announced on AUM's main accounts.

ii. During emergencies (e.g., safety threats or severe weather), only central University accounts managed by SMC may post original content. Unit accounts may share or repost official updates.

iii. Account Administrators should suspend scheduled posts until the crisis has ended and an official "all clear" has been issued.

E. Moderation of Comments

i. AUM must respect constitutionally protected speech. However, Administrators may remove unprotected speech such as obscenity, spam, slurs, defamatory statements, or illegal activity.

ii. If uncertain about whether to remove content, Administrators should consult SMC.

F. Inactive Accounts

i. Effective engagement requires consistent posting. Administrators should review their accounts weekly.

ii. Accounts inactive for 90 days or more may be closed at SMC's request.

     iii.   Units without active accounts may request SMC to share content through primary University accounts via the University's project management portal.

     iv.   When closing an account:
         a. Set the account to inactive/unpublished.
         b. Delete or request deletion of the account.
         c. Notify SMC at pr@aum.edu

VII. Sanctions

None

VIII. Exclusions

None

IX. Interpretation

Questions about the interpretation of this policy should be directed to the Office of Strategic Marketing and Communications (SMC).

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              Signature   Date