



Social Media Guidelines and Policy

Purpose

Social media is a vital and powerful communication channel for the College of Nursing (CON), enabling direct engagement with key audiences while reflecting the CON and University of Arizona brands. Social media managers act as ambassadors, carrying the significant responsibility of upholding the college's and the university's reputation.

Alignment with CON Mission and Values

The CON Marketing team works with communicators to ensure social media aligns with the college's mission and core values: integrity, compassion, exploration, adaptation, inclusion, and determination. Content should promote the college to diverse audiences, including students, faculty, staff, alumni, donors, and the public, and reflect the diversity of CON's people and programs. All posts should maintain a tone that is professional, inclusive, and aligned with the college's values.

Only accounts approved by the **CON Marketing team** are considered *official* college accounts. Unapproved accounts may **not** speak on behalf of the college or any of its units. The CON Marketing team reserves the right to deny or revoke approval of any account, with the support of the Dean's Leadership Council if necessary. The Director of Marketing can assist in finding alternative communication strategies if needed.

Guidelines & Responsibilities

Social media is a powerful tool that requires thoughtful strategy, consistent updates, and responsible management. By operating a CON-affiliated account, you represent a trusted public institution and must adhere to these standards.

Before requesting a new account, ensure your team can maintain it and designate two university employee managers. Account ownership includes the responsibility to update credentials and inform CON Marketing and UAHS of any staffing changes.

CON Official Social Media Policy

This Policy describes the rules for using official CON social media accounts to ensure that any social media channel speaking on behalf of CON complies with applicable laws and college policies. As detailed below, official CON social media accounts are required to comply with university, University

of Arizona Health Sciences (UAHS), and college brand standards, including language, images, and graphics, as well as applicable laws, marketing and communications strategies, and professional standards.

Account Establishment and Governance:

1. **Approval Required:** All official social media accounts representing the CON or any of its units must be approved by the CON Marketing team. The current social media platforms used by the CON are Facebook, Instagram, LinkedIn, YouTube, and X (formerly Twitter). Arizona state agencies are prohibited from establishing and using TikTok accounts.
2. **Eligibility:** Only college-level accounts and those from a department, center, or office are eligible. Sub-units (e.g., programs) must use existing accounts unless they receive special approval from the CON marketing department.
3. **College Ownership:** All official accounts are owned by the CON. The Marketing team may review content and must be notified of any changes to content managers or logins. Credentials must be stored in UAHS's encrypted system.
4. **Registration:** All official accounts must be registered with the UAHS Social Media Directory, including account manager contact information. Contact the CON Marketing team for assistance.
5. **Account Managers:** Each account must have **two** university employee managers (cannot be students).
6. **Training:** All account managers must complete FERPA and HIPAA training through EDGE Learning before account approval.
7. **Account Inactivity:** Accounts that remain inactive for six weeks or more will be closed. Weekly posts are required to maintain college social accounts in good standing.

Legal and Policy Compliance:

1. **Compliance:** Accounts must follow all applicable university and legal policies, including branding standards.
2. **Privacy Laws:** No posts may include sensitive information covered by FERPA or HIPAA. Violations must be documented and reported immediately to the Director of Marketing before any action is taken.
3. **Confidentiality:** Do not post confidential or security-related information, including personnel data, intellectual property, or passcodes. Sharing via social media channels any information that could compromise the security of any university facility or confidential data is prohibited. Violations must be documented and reported immediately to the Director of Marketing before any action is taken.
4. **Political Content:** Arizona state law **prohibits** state agencies from using public resources to influence elections. This includes statements that support or oppose candidates, parties, or ballot measures.
5. **Research Recruitment:** CON's main social media sites will not post or advertise study recruitment information. When available, sub-accounts, such as labs, may publish this content. Social media accounts must not be used to recruit human subjects for clinical trials and other studies without approval from the Institutional Review Board of record.

Content and Communication Standards:

1. **Accessibility Standards:** Social media content must comply with accessibility standards, including appropriate use of alt text, hashtags in camel case, and video captions.
2. **Sharing Content:** Before sharing user-generated content, ensure that the necessary permissions have been granted. Always obtain written consent when reposting photos or videos that clearly identify individuals, as this ensures compliance with privacy laws and protects the individuals' rights.
3. **Professional Conduct:** Accounts must not be used for harassment, discrimination, or unethical behavior, and they must not endorse such conduct.
4. **Content Moderation:** The CON Marketing team reserves the right to remove or restrict content that includes offensive, illegal, defamatory, off-topic, or repetitive posts.
5. **Responsiveness:** Account managers must respond promptly (within 48 hours, preferably 24 hours) to inquiries from their social media page(s). Potential students often ask questions about the university via social media sites.
6. **Crisis Communication Protocols:** In the event of a crisis, account managers must defer to guidance from the CON Marketing team, UAHS, and University Central Communications. Do **not** post or comment until official messaging is provided.
7. **Personal/Non-University Accounts:** Employees who reference their role at the CON on personal social media accounts should include a disclaimer that their views are their own. They must not imply official college positions and must prominently feature a disclaimer, such as "Views are my/our own" or "This account is not endorsed or sponsored by the University of Arizona College of Nursing."

Non-compliance with this policy and guidelines may result in revocation of social media privileges and may be referred to Human Resources if necessary. Concerns should be reported to the CON Director of Marketing at CON-Marcom@arizona.edu.