



ASUN Operating Procedure – Social Media

Operating Procedure Synopsis

Title: Social Media
Approval Date:
Revised: n/a
Responsible Officer: Van Provence
Responsible Operating Procedure Manager:
Responsible Department:

A. Purpose

Arkansas State University-Newport maintains an official presence on Facebook, Twitter and Instagram 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. Scope

Arkansas State University-Newport maintains these social media sites for the purpose of promoting events, accomplishments and individuals related to the college. The social media 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.

In an effort 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;

- 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 Director of External Communications and Public Relation.

D. Statement of Authority

Currently, content is submitted to the Director of External Communications and Public Relations, or the Director of Marketing, for submission to ASUN's social media sites.

E. Procedures

An event occurs throughout the three-campus community. It is brought to the attention of the Public Relations/Mass Communications and/or Marketing Department. The event is then dissected and a decision rendered as to which area it falls under, whether that is Public Relations or Marketing. If it falls under Public Relations the Director of Mass Communications and Public Relations takes the lead, if Marketing is the arena the Director of Marketing is responsible for disseminating information.

F. Responsible Officer

Dean for Institutional Advancement

G. Related Information

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

<https://twitter.com/ASUNewport>

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