

POLICY & PROCEDURES MANUAL

Classification Number: 6.2.1

WAYLAND BAPTIST UNIVERSITY

All social media accounts associated with the university must:

1. Be approved in writing by the unit supervisor
2. Be registered with the Office of Institutional Advancement using the [Social Media Account Registration Form](#).
3. Have contacted the Director of Communications for naming conventions and graphics standards for the type of account (i.e. Facebook, Twitter) being open. Refer to [Attachment A for Creating and Managing your WBU Facebook Page](#).

Social media account administrators will be requ

Official Communications: Social media accounts are not an official university communication method, but can be used for timely communication of information to constituents. Accounts

This policy statement supersedes all previous policy statements on this subject.

Revisions:

- 08/14/2017 Revised title changes (Executive Vice President and Provost to Vice President of Institutional Advancement, Office of Communications to Office of Institutional Advancement).
- 10/05/2015 - Revision-update and clean-up of language, Office of Public Relations and Communications changed to Office of Communication
- 02/18/2013 Inception as 6.2.1