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## ASUB Standard Operating Procedure – 4501

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### Standard Operating Procedure Synopsis

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Title: **SOCIAL MEDIA PROCEDURES**

Approval Date: Oct. 7, 2020

Revision Date, if applicable: Nov. 3, 2022; Feb. 7, 2024

Review Date(s): Sept. 7, 2022; Jan. 31, 2024

Annual Review Month: October

Responsible Officer (RO): Associate Vice Chancellor for Advancement

Standard Operating Procedures Manager (PM): Director of Marketing and Public Relations

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### A. Purpose and Scope

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This operating procedure applies only to Arkansas State University-Beebe official social media sites and to persons engaged in posting information on ASU-Beebe official social media sites as part of their official responsibilities. This policy has no application to social media activity conducted by individuals in their personal capacity.

This policy also has no application to registered student organizations or other student groups, which fall under the purview of the dean of students. Any club or organization wishing to create official social media sites for a registered student organization or other student group or that currently has one in existence must coordinate with the dean of students.

As an ever-expanding tool of communication, it is imperative that ASU-Beebe use social media to recruit prospective students and engage with ASU-Beebe's multiple campus communities, as well as alumni and local supporters.

This procedure applies to all social media established on behalf of ASU-Beebe campuses including Beebe, Heber Springs, Little Rock Air Force Base, Searcy and the Lonoke Business Academy as part of a person's official function as an employee of ASU-Beebe. For purposes of this procedure, social media includes but is not limited to blogs and social media platforms such as Twitter/X, Facebook, LinkedIn, Instagram and YouTube. ASU-Beebe currently operates an institutional social media page on each of the aforementioned platforms. Due to an executive

order issued on Jan. 10, 2023, by Arkansas Governor Sarah Huckabee Sanders banning TikTok on any state network or state-issued information or communications technology devices, requests for TikTok accounts will not be approved. Any existing ASU-Beebe TikTok accounts that have not already been archived and removed are in violation of the order.

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## **B. Definitions**

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*Official Social Media Page or Account* – This includes all pages or accounts that represent an official department, activity, program or function operated by ASU-Beebe.

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## **C. Procedures**

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### **Obtaining Authorization for an Official Social Media Page or Account**

1. ASU-Beebe social media pages are managed by the Office of Marketing and Public Relations personnel. With appropriate authorization, official social media sites may be created by individual departments or programs or members of faculty in connection with specific courses. All departmental, organizational or faculty pages must link to ASU-Beebe's website. Unauthorized use of the ASU-Beebe name, logo or trademarks is strictly prohibited.
2. Members of the campus community wishing to create an official departmental or course-specific page should have a plan for maintaining the proposed social media page. Social media requires regular, active participation to be effective. Each official ASU-Beebe site must have a designated administrator who possesses the time and resources to engage in regular postings to keep content fresh.
3. To submit a request for the creation of an official departmental or course-specific social media page or social media group, the [social media request form](#) should be completed and submitted to [pr@asub.edu](mailto:pr@asub.edu). The form is located on the Marketing SharePoint intranet site.
4. Once the social media request form is received, the director of marketing and public relations will review the request and contact the requestor to discuss the need for a departmental page, the requestor's plan for content production and posting, and the best social media format to suit the department's goals and needs.
5. If approved, the designated site administrator and any content contributors to official departmental or course-specific social media pages or social media groups must complete the social media best practices training course through Canvas prior to the establishment of the page or group. A certificate of completion must be provided to the director of marketing and public relations upon completion of the training course. The training must be completed annually, and a copy of the certificate of completion must be provided to the director of marketing and public relations and the Office of Human Resources.

6. Once a certificate of completion has been provided for each content contributor, the requestor will work with the director of marketing and public relations to establish the departmental social media page or group. Where applicable, a group ASU-Beebe email address should be utilized to establish social media accounts (i.e. [pr@asub.edu](mailto:pr@asub.edu), [admissions@asub.edu](mailto:admissions@asub.edu), etc.)
7. All official departmental or course-specific social media pages or social media groups must have a designated site administrator. The Office of Marketing and Public Relations must be provided with the name of the designated site administrator for each page and must be notified if any changes or additions occur in site administrators. The director of marketing and public relations must be added to all departmental or course-specific social media pages as an administrator to assist with content management and page maintenance, and must also be the repository for all usernames, passwords, and password revisions for official ASU-Beebe affiliated accounts.
8. The Office of Marketing and Public Relations may request the archival and deletion of an account if it has not been active in excess of one semester.

### **Violation and Enforcement**

This standard operating procedure does not affect other ASU System policies or ASU-Beebe procedures that might apply to the use of social media. Suspected violations of this procedure should be reported to the director of marketing and public relations. ASU-Beebe prohibits retaliation against any member of the campus community for making a good faith report of a potential violation. Any employee, who is authorized to post information on ASU-Beebe sites as part of their official function, who violates this operating procedure will be subject to disciplinary action up to and including termination. Student representatives, including members of the Student Government Association and members of student organizations, who are authorized to post information on ASU-Beebe sites as part of their official function, who violate this operating procedure will be subject to disciplinary action as per the Student Code of Conduct.

### **Additional Information**

Please seek guidance from the Office of Marketing and Public Relations if there are any questions or doubts concerning content to be posted to ASU-Beebe social media sites.

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### **D. Related Information**

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ASU System Policy: Appropriate Use of Information & Technology Resources  
<https://www.asusystem.edu/dotAsset/3f55691f-7481-46a2-a4f4-b9948a2dd411>

SharePoint Social Media Request Form - Online  
<https://forms.office.com/pages/responsepage.aspx?id=UkjlE0f2yUeWswuS79tZRkNOQVDatnBOoj-2Y0yNnW9UMVZFT0pUSVMYWFQ0QUxIVDI1OFFYR1JCMY4u>

Introduction to Understanding WCAG 2.1

<https://www.w3.org/WAI/WCAG21/Understanding/intro#understanding-the-four-principles-of-accessibility>

Executive Order 23-06

<https://governor.arkansas.gov/wp-content/uploads/EO-23-06-TikTok-Ban.pdf>

Social Media Training

<https://asubeebe.instructure.com/courses/4140>