



ASUB Standard Operating Procedure – 4501

Standard Operating Procedure Synopsis

Title: SOCIAL MEDIA PROCEDURES

Approval Date: Oct. 7, 2020

Revision Date, if applicable: Nov. 3, 2022; Feb. 7, 2024; Nov. 21, 2025

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Annual Review Month: October

Responsible Officer (RO): Associate Vice Chancellor for Advancement

Standard Operating Procedures Manager (PM): Marketing Coordinator

A. Purpose and Scope

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 Any existing ASU-Beebe TikTok accounts that have not already been archived and removed are in violation of the order.

B. Definitions

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.

C. Procedures

Obtaining Authorization for an Official Social Media Page or Account

1. Approval Required

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. Planning and Maintenance

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. Request Process

To create an official departmental or course-specific page or group:

- Complete the Social Media Request Form on the Vanguard Intranet site under Marketing and Public Relations.

4. Review and Consultation

Once your request is submitted, the Office of Marketing and Public Relations will review it and contact you to discuss:

- The purpose and goals of the page
- Your plan for content creation and posting
- The most effective social media platform for your needs

5. Training Requirement

- If your request is approved, the site administrator and all content contributors must complete the annual Social Media Best Practices Training course in Canvas

- before the page or group is created. A notification of completion will be automatically sent to the Office of Marketing and Public Relations.
- Completion of this annual training for anyone posting to the official ASU-Beebe accounts.

6. Page Setup

After training, you will work with the Office of Marketing and Public Relations to set up the page or group.

- Where applicable, a group ASU-Beebe email address should be utilized to establish social media accounts (i.e. pr@asub.edu, admissions@asub.edu, etc.)

7. Administration and Access

- Every page must have a designated site administrator.
- Notify the Office of Marketing and Public Relations if there are any changes to administrators.
- The Office of Marketing and Public Relations must be given access for support and content management.
- The Office of Marketing and Public Relations will serve as the repository for usernames, passwords, and password updates for all official accounts.

8. Inactive Accounts

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 year.

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 marketing. 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.

D. Related Information

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

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 Request Form](#)