

## 4.004.01 - Requesting a Professional Social Media Account or Site

### Scope

This procedure applies to all Clerc Center employees, contract staff, temporary staff, and volunteers.

### Procedure

#### Application

Clerc Center employees who would like to establish a new professional social media account or site should email their respective SLT Level Supervisor with the following information:

- Purpose
- Goals (must be tied to purpose)
- Sample posts in connection to each goal
- Start & end dates
- Names of responsible staff persons
- Acknowledgment of understanding of all applicable policies
- Indicate whether the site/account will be open to only internal audiences or to the public

Websites or social media accounts that are product-oriented are exempt from this procedure.

#### Approval Process

1. The SLT Level Supervisor will review the request.
2. If the site/account will be open to the public, the SLT Level Supervisor will, in addition, review the request with the Director of Public Relations and Communications.
3. The SLT Supervisor will contact the employee regarding the status of the employee's application for the formation of a new professional social media account or site.
4. The Director of Public Relations and Communications will regularly update and inform the SLT of any newly approved public social media sites.
5. Upon approval, the SLT Level Supervisor, and the Director of Public Relations, need to be given co-administrator privileges.

#### Content Requirements

The requester will need to ensure that:

- All content posted is accessible (e.g. videos)
- Multimedia content comes only from approved Clerc Center accounts (e.g. a video needs to come from the Clerc Center YouTube account before it can be posted to an approved Facebook account)

- The profile description identifies the Clerc Center
- Public social media accounts link to the Clerc Center equivalent (e.g. the Shared Reading Project Facebook page must Like the Clerc Center Facebook page) but does not link to others without prior approval
- Commenting by the public is disallowed, unless approved by the Director of Public Relations and Communications
- Students whose parents have opted to have their directory information withheld, should not have their photo included on any public social media site, and should not be included in any video. KDES and MSSD front desks maintain lists of students whose parents have opted to have their child's information withheld and not published. Contact Public Relations and Communications if you have questions about this.

**Related Policy, Guidelines, Procedure, and/or Form**

**Guidelines**

4.004 - Use of Social Media

<i>Refer Questions To:</i>	<i>Director, Public Relations and Communications</i>
<i>Approved By:</i>	<i>Senior Leadership Team</i>
<i>Approved Date:</i>	<i>May 14, 2013</i>
<i>Effective Date:</i>	<i>May 29, 2013</i>
<i>Review Date:</i>	<i>May 2014)</i>
<i>Change History Dates:</i>	<i>(List of dates when this policy was reviewed or changed)</i>
<i>Document Address:</i>	<i><a href="http://www.gallaudet.edu/documents/clerc/handbook/4.004.01-RequestingProfessionalSocialMedia.pdf">www.gallaudet.edu/documents/clerc/handbook/4.004.01-RequestingProfessionalSocialMedia.pdf</a></i>