Georgia Regents University and the Georgia Regents enterprise recognize social media as an important tool of everyday communication, and as such, have created this social media policy to ensure safe and smart usage of these channels.

For this policy, the phrase ‘social media’ includes Facebook, Twitter, Pinterest, Youtube, and any other network considered to qualify.

Student organizations that wish to create social media accounts that are officially recognized by the University must be registered through GRU's Department of Student Life and Engagement.

When using your personal social media account(s), please follow these policies as an employee:

You may identify yourself as an employee on your account, but note your opinions and views are NOT official. We respect your right to your own opinion – just make sure everyone else knows it is YOUR opinion!

Protect important information. This includes passwords, but also anything that could conflict with HIPA, FERPA, NCAA, or other regulations.

Be mindful of copyright policy. The Internet is all about sharing, but there is a right and a wrong way to do it. Be sure that what you share isn't done illegally. It is your responsibility to check that.

Do not use Georgia Regents name or logos as personal endorsements. This includes promotion of a political, social, or religious view, or a product/service.

Follow all social media terms of service.

When operating an official Georgia Regents account, please also keep in mind:

Have the following disclaimer notice: “Inappropriate, offensive, injurious and illegal content may be removed by GRU employees identified as account administrators or at the direction of Communications and Marketing Staff.”

This can be in the “about” section on your Facebook profile if you so choose.

Have “GRU”, “Georgia Regents University”, or the appropriate official designation in your name and description. If you don’t, then you will not be able
to be listed on our social media directory. See our branding quick-take guidelines for more.

**Let the Social Media Coordinator know of any new efforts.** This is so information can be updated, but also so the Office of Communications can best support you.

**Act professional.** This simply means you are a voice of the university, for whomever you represent. You *should* be talking back-and-forth with

**Be accurate.** Nothing destroys credibility more than false information, and social media thrives on authenticity!

This Policy does **not** authorize any departments to enter into advertising agreements with social media sites unilaterally. Any GRU unit wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies governing both the Communications and Marketing considerations and the procurement and contracting considerations related to such services.

If you are a student wishing to create a page, account, group, or anything else on social media representing GRU, please follow these policies:

**Include this disclaimer in your description:** “This account is not an official GRU account, and all posts by this account are not the responsibility of Georgia Regents University.”

**Do not link to other GRU media in any descriptions:** This will help prevent any confusion.

**Contact socialmedia@gru.edu and any applicable departments with your group name and URL:** This only applies to public and protected groups on Facebook, but to all other social media sites as well.

**Do NOT use anything with a GRU logo on it.** If you have any questions or concerns, email socialmedia@gru.edu and we’ll be happy to help.

Please note that you **ARE** allowed to use the University name in your page name – just make sure it’s spelled correctly!

We’re glad you want to help Jaguar Nation become stronger online.