

 Prescott College	Policy Number: 935	
	Policy Category: <i>Other Policies</i>	
	<i>Prescott College Social Media Accounts</i>	
	Policy Summary: <i>This policy defines standards, procedures, and restrictions for any and all departments utilizing or seeking to create social media accounts that represent Prescott College in any way.</i>	
	Approval Date: 4/21/25	Effective Date: Upon approval
	Policy Owner: <i>Chief Marketing and Communications Officer</i>	
	Scheduled for Review: <i>Spring 2030</i>	

Policy Statement

Prescott College employees creating and operating social media accounts representing Prescott College have the responsibility to ensure that all messaging accurately reflects the values, mission and vision of the College. Any social media account that represents Prescott College must be used appropriately, responsibly, ethically, and consistently. Failure to comply with this policy will result in immediate suspension of that user's account. Based on these requirements, the following rules must be observed retroactively by existing accounts and proactively by new ones:

1. All accounts must share a login with the Marketing department for access to the account and updating/remove content if necessary.
2. All accounts must agree to post a set of community rules that outline a refusal to accept bullying and hate speech.
3. All accounts must agree to follow guidance from the Marketing department, including but not limited to branding and messaging.
4. All accounts must agree to abide by direction from the Marketing department when content requires updating or removal.
5. All departments or areas intending to create new accounts must agree to work with the Marketing department in the creation.
6. All accounts must designate a point of contact and agree to post regularly to avoid the perception of abandoned accounts.
7. TikTok is not to be used for Prescott College social media due to cybersecurity risks.

Reason for Policy

To protect the reputation of Prescott College and to ensure consistent messaging across all departments to external audiences

Responsibilities	
For following policy	All employees and students
For enforcement of policy	Chief Marketing and Communications Officer
For oversight of policy	Chief Marketing and Communications Officer
For procedures implementing the policy	Chief Marketing and Communications Officer
For notification	Policy Librarian

Cross Referenced Policies

Revision History
