

Policy Title	Online Presence Policy
Responsible AIU Office (Higher Management/Directorate)	Chief Information Officer (CIO)
Policy Owner (Executive Department/Office)	Infrastructure and System administration offices
Pertinent Dates	created 18.03.2022 revised updated approved

I. SCOPE OF POLICY

This Policy applies to all units of the university including, but not limited to, colleges, schools, institutes, departments, and university governing organizations. This policy also applies to **all staff employed by or affiliated** (temporary or permanently) with the University, including all staff and students.

II. DEFINITIONS

Social media

Social media is defined by Merriam Webster Dictionary as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

Account Administrator

AIU staff or student who administers or authors content for any university social media account.

User

A person who places postings, commentary, or other content on a university social media account or space.

Unit

A college, school, institute, department, research center, office, service or transaction center, or any other operating AIU-affiliated group.

III. POLICY STATEMENT

The purpose of this policy is to provide guidelines for the dissemination of AIU-related information via social media to the AIU community and the public.

IV. RESPONSIBILITIES

Account Administrator is responsible for the following

- Consult the AIU Social Media Guidelines and/or consult with your unit's communications professional for guidance on compliance with these guidelines, as well as with the university's brand guide before launching a social media account.
- Take action if it is suspected that their accounts have been hacked or compromised. This should include changing passwords, informing supervisors, and monitoring for suspicious activity.
- Correct or modify university social media accounts under the administrator's control, as directed by University Relations.
- Terminate any university social media accounts that cannot be made compliant with this policy.
- Deactivate obsolete accounts.
- Publish and enforce set rules for code of conduct by followers of the account.

Communications Professional at the Unit Level is responsible for the following

- Work collaboratively with University Relations to review and approve new university social media accounts.
- Provide guidance and support for new account administrators in respective units.
- Document the university social media accounts in respective units.

Individual

- Refrain from using or posting to university social media accounts in a manner that is in violation of this policy.
- Transfer access to another social media manager for university social media accounts, as appropriate, when university employee or student status changes.

University Relations

- Oversee AIU's institutional presence on social networking platforms.
- Determine whether to allow university social media accounts on new platforms as they become available. Authorize these accounts as appropriate.
- Review social media accounts that represent the university for compliance with this policy.
- Instruct account administrators to correct, modify, or terminate university social media accounts that are not in compliance with this policy.
- Advise on action regarding complaints and comment moderation as the need arises.

V. POLICY STANDARDS AND PROCEDURES

Launching or assuming responsibility for university social media accounts

Account administrators are required to:

- Contact their unit's communications professional to establish a university social media account. If your unit does not have a communications professional, contact University Relations.
- Familiarize themselves with this document and the university Brand Guide when launching new university social media accounts or assuming responsibility for existing ones.
- Correct or modify university social media accounts under their control, as directed by University Relations and/or the unit's communications professional.

- Terminate any university social media accounts that cannot be made compliant with this policy.
- Select, train, and oversee additional social media managers and administrators associated with an account; it is recommended to have at least two administrators on every account created.

Unit communications professionals are required to:

- Oversee creation of new social media accounts in their units to ensure compliance with best practices.
- Maintain a list of social media accounts in their units and encourage registration to the university register.
- Train account administrators in their units about their roles and responsibilities under this policy.
- Familiarize themselves with this policy and the university brand guide.
- Be accountable for ensuring that content posted to their accounts meets university guidelines.
- Be responsible for ensuring central University Relations is informed in matters of issues or crisis management.

Required actions upon change in an individual's university status

When the status of an **individual** with access to a university social media account changes (i.e. role change within unit, transfer to another unit, or separation from the university), the individual is required to:

- Surrender that access. The account administrator will transfer that access, as appropriate to another staff member.

Account administrators are required to:

- Review individuals' access to all social media platforms, social media tools and revoke where appropriate.
- Review and modify passwords for all accounts to prevent unauthorized access when appropriate.
- Review social media policy, strategy, and brand guidelines with University Relations and the communications professional at the unit level.

Unit communications professionals are required to:

- Review social media guidelines, strategy, and best practices, as well as brand guidelines with new account administrators.
- Update the list of university social media accounts in their units and encourage registration in the university social media register.

VI. FORMS/INSTRUCTIONS (if applicable)

VII. APPENDICES (if applicable)

N/A

VIII. RELATED POLICIES

Information Governance Policy
Internet Use Policy

VIV. CONTACT INFORMATION

Triggered by:	Name	Date	Sig.
Created by:	Name	Date	Sig.
Revised by:	Name	Date	Sig.
Approved by:	Name	Date	Sig.