#UMSOCIAL

University of Michigan Social Media Implementation Standard

Purpose: Establish university-wide standard for the use, creation, and management of official branded social media communication platforms.

Scope: Compliance with this standard is necessary for inclusion on the gateway (umich.edu) and recognition by central university social. Its provisions apply to all authorized social media accounts and sites created for the purpose of conducting official business.

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Standards: [Proper Use of Information Resources, Information Technology, and Networks at the University of Michigan, SPG 601.07](#)
[Policy and Guidelines Regarding Electronic Access to Potentially Offensive Material, SPG 601.16](#)
Regular review is expected; failure to do so is not justification for noncompliance.

All proposals to create an official University of Michigan social media channel must be presented to the corresponding social media leadership team member for strategic review and assessment prior to approval by UMSocial and inclusion on the [social media inventory](#). Additionally, all social media sites both new and existing must follow outlined [branding](#) and best-practice guidelines.

Social media account administrators and social media leadership team members reserve all rights to review and remove inappropriate content.

Administration: Each official social media site should have no less than two (2) full-time staff member account administrators, including their corresponding social media leadership team representative.

All official accounts must be registered to a shared or general email address accessible by more than one person; email addresses already established for customer service are preferred, e.g.. "socialmedia@umich.edu."

Passwords and logins should be known and maintained by page administrators as well as their direct leadership. For password security resources and guidance please visit [safecomputing.umich.edu](#).

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Guidelines: Social **leadership representatives** are responsible for…

- Maintaining active dialogue between themselves and all subsidiary official social media account administrators within their respective organization.

- Ensuring all university best-practice resources and guidelines are communicated and adhered to.

- Cataloging and retaining an official account inventory and contact information for corresponding administrators.

- Providing strategic guidance on social media strategy, account creation, and campaign implementation.

- Participating in social media leadership team meetings and regular communication with UMSocial.

Social media **account administrators** are responsible for…

- Creating, maintaining, and monitoring content on respective social media sites and engaging with users.

- Moderating content that violates hosting terms of service or is of a threatening or harassing nature.

- Contacting corresponding social media leadership representatives and UMSocial in a timely manner to communicate pending or predicted crisis communication or emergency response needs. All content related to an emergency or event impacting the university at large is to be disseminated using established policy, procedure, and central or public affairs accounts.

- Ensuring all content is relevant to the goals and objectives of the pertinent organization and upholds the standards and brand pillars of the University of Michigan.

- Responding to inquiries and postings using official approved accounts; do not use non-university (personal) accounts to respond to inquiries or postings.

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- Delivering timely customer service and response to inquiries or postings on official accounts. All replies should use professional, conversational

- language that encourages comments and engages follow-up conversation.

- Adherence to content strategies, goals, and objectives set forth by UMSocial, page administrators, and corresponding social media leadership team members. For detailed information on platform posting best practice visit socialmedia.umich.edu.

Official accounts are **prohibited** from…

- Posting content that violates city, state, or federal laws and regulations.

- Commenting on or posting anything related to legal matters or litigation without appropriate approval.

- Using the university brand or name to endorse any view, product, private business, cause, or political candidate.

- Representing personal opinions as university-endorsed views or policies.

Tools: University of Michigan Social Media Website
              Official Social Media Account Inventory
              Social Media Leadership Team Directory
              UMSocial Best Practice Guidelines
              Content Submission Ticketing System
              Official Brand Resource Website

Approving Authority:

Nikki Sunstrum, Director of Social Media

Office of the Vice President of Global Communications and Strategic Initiatives

University of Michigan

Questions or Inquiries: socialmedia@umich.edu

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