

Supplemental Regulations and Procedures

I. Account Registration and Management

Account Registration

1. **New Accounts:**

- Any new Social Media account representing WCU, including departments, units, schools, centers, programs, or any affiliated entity, must be submitted for review and approval through the [official social media account registration form](#). The proposal will be reviewed by the Social Media Team, under the guidance of the Chief Marketing and Strategic Partnerships Officer.

2. **Existing Accounts:**

- All existing accounts representing WCU or its subunits must also be reviewed and submitted for approval by **February 1, 2026**. After this date, no unapproved accounts may be publicized or used, nor may they represent WCU or any of its subdivisions.

3. **Branding and Directory:**

- Once approved, Account Administrators will have access to official WCU branding materials and the account will be listed in the University's Official Social Media Account directory, making the account officially recognized under WCU's communications strategy.

Considerations before Proposing Social Media Accounts

Before proposing a new Social Media account, the account creator should take into consideration the following factors:

1. **Purpose and Alignment with Strategic Goals**

Before a proposal for a new account is submitted, creators should ensure that the creation of a new social media account aligns with the broader strategic goals of the university or department. The account's goals should complement existing efforts and be clearly articulated in the proposal.

2. **Consultation and Feedback Process**

Prior to submitting an account proposal, the creator must seek consultation or feedback from the Social Media Team and, if necessary, the unit's administrative leadership. This process will help determine if the new account aligns with the university's overall social media strategy, avoids redundancy, and contributes

positively to the university's online presence. This may involve gathering input regarding the target audience, expected content, and the potential impact on existing accounts.

3. Creation of Multiple Accounts and Audience Impact

The creation of multiple social media accounts around related matters may lead to inconsistency in the collective University audience, reputation, and voice. Creators should carefully assess how a new account might complement, create confusion, or detract from existing Official Social Media Accounts and their audiences.

4. Appropriateness of Social Media Presence

Not all units, offices, or departments require a social media presence. Before proposing an account, creators should evaluate whether a social media account is appropriate for their unit, considering whether it will effectively serve the intended audience.

5. Capacity and Resources

A new social media account requires sufficient resources to sustain content creation, engagement, and management. If there is not enough capacity within the unit to dedicate time, personnel, or planning into maintaining the account, it is unlikely to achieve its communication goals. Proposals should include a clear plan for content creation and management, as well as how ongoing engagement will be handled.

6. Content Plan and Frequency

The type, availability, and frequency of content for the proposed account should be carefully considered. Content must be timely, relevant, and consistent to build a loyal following and effectively engage the target audience.

Registration Information

1. Required Information:

- When submitting an account for approval, the creator must provide the following:
 - Identification of at least two Account Administrators, who must adhere to the policies set forth.
 - A detailed purpose statement and strategic plan for the proposed account.
 - A suggested account name and handle that complies with established naming conventions.

II. Account Administrators

Account Administration

1. Account Administrators:

- Every Official Social Media Account must be administered by at least two non-student University employees.
- 2. Access and Security:**
- Administrative access for all accounts must be granted to the Office of University Communications and Marketing (UCM) for support in the event of turnover or crises.
 - Passwords and access credentials should be stored securely, and sharing of these credentials should be limited to Account Administrators and the Social Media Team.

Roles and Responsibilities

- 1. Content Creation and Review:**
- Account Administrators are responsible for the strategic development, creation, and approval of content. This includes ensuring content accuracy, adherence to university guidelines, and maintaining a consistent voice and tone.
- 2. Compliance:**
- Administrators must ensure that all content adheres to University Policy 25, Social Media Policy, and these Regulations. They are responsible for communicating any operational changes to the Social Media Team.
- 3. Engagement:**
- Administrators must monitor all conversations on the account and engage with users as needed. Responses should be prompt, ideally within 48 hours, and always aligned with university policies and tone.
- 4. Escalation:**
- In case of crises, emergencies, or any major incidents involving the University, Account Administrators must adhere to instructions from the Chief Marketing and Strategic Partnerships Officer or the crisis communication team. Posting on social media may be paused until given direction.
- 5. Vacancy Protocol:**
- If an Account Administrator leaves or is reassigned, the remaining administrator must inform the Social Media Team within 30 days and work to identify a new administrator. The transition must include proper training for the new administrator on their responsibilities. To notify the social media team of an administrator vacancy or change, please use the [UCM request form](#).

III. Branding and Community Building

Account Branding and Naming Conventions

1. **Profile Imagery:**
 - Approved profile images must be used for all official social media accounts, provided by the Social Media Team, to ensure consistency in WCU's online presence.
2. **Naming Standards:**
 - Account names and handles must be standardized for ease of searchability and consistency across platforms. The Social Media Team will assign these according to university guidelines.
3. **Approved Graphic Templates:**
 - Accounts will have access to a repository of official, university-approved templates and graphics through Canva Enterprise. These resources are intended to ensure consistency while providing flexibility for unique unit needs.
 - Departments are not required to exclusively use these templates; however, all content must adhere to University brand standards, including approved fonts, color palettes, logos, and graphical elements. See [WCU brand guidelines](#).

Community Guidelines

1. **Adherence to University Policies:**
 - All Account Administrators should follow University Policy 25, Social Media Policy, and these supplemental regulations. Account managers are also encouraged to apply best practices for community engagement, based on University Communications' established community guidelines.
2. **Supportive Environment:**
 - Administrators must ensure that all content fosters a positive and respectful environment. They should also follow the ethical standards outlined in the WCU Code of Ethics.

Copyright and Trademarks

1. **Copyright and Trending Content**
 - Engagement with social media trends (including, but not limited to, memes, remixes, audio clips, or video formats) is permissible only where the materials are (a) provided within the platform's approved library (e.g., licensed audio, filters, or effects), or (b) otherwise owned or licensed by the University (Canva Enterprise).

- The reproduction, downloading, or adaptation of copyrighted music, images, video, or trademarked material from third-party sources without authorization is strictly prohibited, regardless of the popularity, viral status, or widespread circulation of such material.
- Responsibility for compliance with intellectual property law rests with the account administrators. Questions regarding the permissibility of content must be referred to the Office of University Communications and Marketing prior to publication. The Office will consult with University Counsel as necessary in matters involving legal interpretation or potential liability.

IV. Crisis Communication Procedures

Emergencies and Alerts:

- In the event of an emergency, the Crisis Communication Team will issue crisis alerts on behalf of the University. Account Administrators must refrain from posting original content or comments until they receive instructions from the crisis communication team.

Crisis Management:

- Account Administrators must comply with the Crisis Communication Team's direction to ensure that messaging is consistent across all platforms. They must also suspend non-crisis-related posting until further notice.