

SOCIAL MEDIA POLICY

Purpose: The purpose of this policy is to guide appropriate use of social media for the Department of Recreational Sports and its employees.

Scope: This policy applies to all employees within the department.

Policies:

- I. DEPARTMENTAL ACCOUNTS
 - a. The Department of Recreational Sports' official social media channels are listed below:
 - i. Facebook: [/ugarecsports](#)
 - ii. Twitter: [@ugarecsports](#)
 - iii. Instagram: [@ugarecsports](#)
 - b. The Marketing and Communications Manager authorizes and maintains official social media channels for the department and determines content.
 - c. Any staff member may contact the Marketing and Communications Manager at any time with departmental news, promotions, or information to potentially be distributed via social media.
 - d. Per the UGA Brand guidelines, guidelines for UGA's Social Media Users Group (SMUG), guidelines for UGA's Strategic Communications Group (STRATCOMM), Student Affairs social media guidelines, and direction from the Assistant to the Vice President for Student Affairs, **the Department of Recreational Sports does not establish, use, or authorize social media channels below the department level.** Any accounts for individual areas, initiatives, or programs within Rec Sports should be deleted or deactivated per directions from the Marketing and Communications Manager.
 - e. Club Sports, as independent student organizations, are authorized to have their own social media pages, but must abide by all UGA social media policies and procedures and are subject to disciplinary sanction by the Competitive Sports department.
 - f. UGA Rec Sports may use social media channels for emergency communication in the event of a crisis, severe weather event, or other urgent matter. UGA Rec Sports observes all UGA social media guidelines concerning emergency communication via social media. The University of Georgia uses Twitter to disseminate information in case of an emergency: @universityofga
- II. EMPLOYEE CONDUCT ON SOCIAL MEDIA
 - a. All Rec Sports employees should exercise caution and thoughtfulness on personal and departmental social media accounts as representatives of the university and department. Social media accounts and posts are public, regardless of privacy settings.

III. RESOURCES

- a. UGA Marketing & Communications guidelines:
<https://mc.uga.edu/audience/campus-communicators/>
- b. UGA Student Affairs Social Media Guidelines:
https://pr.studentaffairs.uga.edu/content_page/social-media-content-page