

Purpose of Social Media Accounts

Erskine social media accounts exist to provide communication about Erskine for the Erskine community and other interested stakeholders. These accounts will share updates about the college and seminary, offices, departments, and programs; and Erskine's students, faculty, staff, and alumni. All official Erskine social media platforms may also be used by the Erskine College Office of Marketing and Communications to disseminate information in the event of a crisis.

Oversight of Accounts

All Erskine social media accounts shall be registered with the Erskine College Office of Marketing and Communications, which shall be an administrator on each account. Each account shall be managed by an approved moderator.

Moderators of official Erskine social media accounts are users only and may not change admin or passwords without approval from the Office of Marketing and Communications. The Office of Marketing and Communications must retain access to all accounts for the purposes of brand management and oversight.

Development of Pages or Accounts

The Office of Marketing and Communications is responsible for creating or approving any social media or web pages that represent Erskine. If any pages or accounts are created without approval, the Office of Marketing and Communications will review them and may require any of the following:

- Changes to the page or account
- Deletion of the page or account
- Administrative access to the account

Gaining Access to an Account

If any individual within the Erskine institution wishes to become an approved moderator on an account, he or she must contact the Office of Marketing and Communications. Before access may be given, the individual must:

- Provide a reason for the request
- Read and sign both the social media policy and the brand guide
- Complete training with the Office of Marketing and Communications
- Demonstrate an understanding of the editorial and visual requirements for posting, including design standards and correct use of grammar and punctuation
- Demonstrate an understanding of the "Use of Graphics and Images" and "Standards for Content" described below

Moderators may lose access to accounts for failure to comply with policies and standards. Access to social media accounts is given at the sole discretion of the Office of Marketing and Communications.

Use of Graphics and Images

Graphics, images, and colors must adhere to brand standards as outlined in the brand guide. While a full description of brand standards is found in the brand guide, this bulleted list provides action points for frequently occurring elements of branding:

- Use only approved logos
- Use only approved fonts
- Use only approved colors
- Do NOT use a logo as a watermark
- When provided, branded templates MUST be used
- Use appropriate photos with clear resolution
- Do not stretch photos

Standards for Content

Moderators must ensure that social media content represents the values of College. Content should:

- Be relevant
- Show respect
- Provide accurate information
- Align with the College's mission and values
- Adhere to brand standards

Social media account administrators can, and will, block users who attempt to spam College accounts. We will also remove posts that advertise services or promote events that are not in keeping with Erskine's mission. We recognize and value differences of opinion but will remove posts that are:

- Abusive, bullying, threatening, or in any way dangerous to the safety of others
- Lewd, profane, or sexually explicit
- Racist
- Encouraging violence
- Violating privacy or copyright laws
- Contrary to Erskine's mission and values

The college reserves the right to remove posts in accordance with the above criteria at any time, without warning. This Social Media Policy applies to all official accounts that represent Erskine College, Erskine Theological Seminary, and the Flying Fleet (trademarks).

I have read and agree to the terms of this policy.

Name: _____

Date: _____