



UNIVERSITY OF DENVER
POLICY MANUAL
SOCIAL MEDIA

Responsible Department: Division of Marketing and Communications (MarComm)
Recommended By: VC Marketing and Communications and Strategic Marketing & Communications Council
Approved By: Chancellor

Policy Number
MCOM 15.10.040

Effective Date
10/19/2022

I. INTRODUCTION

- A. building relationships, fostering engagement with key audiences, and raising awareness, understanding, and visibility of the brand. The University supports the use of social media to enhance its academic and research mission and promote its vision of a private university dedicated to the public good.
- B. The University adopts this Policy, together with supporting [guidelines](#), which applies to the entire DU community, to protect the integrity of the image and likeness of the University and to assist the University community with the creation and management of University social media accounts.

II. POLICY OVERVIEW

- A. All University social media accounts must:
 1. Have administrative access credentials recorded with MarComm;
 2. Not be a personal email account);
 3. Have more than one employee with ability to act as the account administrator; and
 4. Not be administered by students except where such student administrator training, and (b) are administering such account under the supervision of a member of the University faculty or staff. In the instance of student organizations, a faculty or staff advisor must serve as an account administrator.
- B. Inappropriate, unauthorized, injurious and illegal content that does not comply with this Policy or the social media [guidelines](#) may be removed by University employees identified as account administrators or at the direction of MarComm.

IV. DEFINITIONS

- A. **“Social media”** includes, but is not limited to, all means of communicating or posting information or content of any sort on digital platforms, including but not limited to blogs, Wikipedia or other wikis, Facebook, Instagram, Twitter, Snapchat, YouTube, LinkedIn, TikTok, message boards, chat rooms, whether associated or affiliated with the University, as well as any other forms of electronic communications.
- B. **“University social media account”** means any use of social media that claims to represent or speak on behalf of the University.
- C. **“University**