These Frequently Asked Questions (FAQs) are meant to address questions that may arise pertaining to the university policy for Institutional Social Media Accounts for Marketing and Communications Purposes, and the accompanying Institutional Social Media Account Protocols and Standards (ISMAPS).

Who does this policy cover? Personal and/or work use? Employees? Students? Faculty?
1. Accounts used strictly for personal use are not covered by the policy. With that said, employees should be mindful of their actions on social media so as not to unwittingly represent, or pose risk to the university.
2. Students are not covered by the policy. However, don't forget there is a Student Code of Conduct.
3. Student Organizations are not covered by the policy.
4. Deans and other leaders are included in the policy if they are acting as a principle administrative leader or if university resources (e.g., staff, computer resources) are used to support their social profile(s).

Why are there two separate documents (policy and ISMAPs)?
The policy provides general guidance regarding the creation and management of institutional social media accounts for university marketing and communications purposes.

The ISMAPS further support the implementation of the policy. The ISMAPS act as a more fluid document and can be updated annually as outlined in the policy.

When can we remove content that we have posted to our account?
We all make mistakes. No one is immune from the occasional error. If you post something and then immediately identify a spelling or grammatical mistake, you may fix it. However, Ohio State is a public institution and account managers have a responsibility to work with Legal Affairs, University Communications and University Marketing if they want to remove other content or hide comments. There are considerations for protecting free speech and record retention that should be discussed.

Who should we contact in the case of emergencies?
Posted information that threatens violence or harm to a person, property or the university or otherwise threatens the immediate safety of a person, property, or the university must be reported immediately to the Ohio State University Police Division or 911.

Posted information about other possible crimes not described above should be reported to the Ohio State University Police Division if the information would lead a reasonable person to believe a crime has occurred or will occur. Once the proper procedures are followed, please loop in University Communications for awareness and possible next steps.

What should we do if we see inappropriate content related to our university online?
Posted information about possible sexual misconduct, which includes sexual assault, sexual harassment, relationship violence, and stalking, must be reported to the offices identified in the university's Sexual Misconduct policy (see Policy Details V.C.1). If such posted information contains a threat as described above, the information must also be reported immediately to the Ohio State University Police Division or 911.

How do we approach content or interactions with outside organizations on our accounts?
Endorsements or promotions of third party products or services posted from institutional accounts must comply with Unrelated Business Income Tax (UBIT) terms and require consultation with the Office of Trademark & Licensing prior to posting. Messages featuring third-party products or services may not conflict with existing university exclusivity arrangements. Additionally, messages featuring third-party products or services may not contain a call to action (CTA) tied to commercial activity.

- Example: It's move-in day on campus and Target donated snacks for all of the Move-In Day stations. You want to create a post that includes the donation. Below is an example of a post that does not include a call to action (recommended) and one that does (to be avoided).
    - Suggested approach:
        - "Our move-in day volunteers are doing a great job getting students in their new homes for the year! Thanks to @Target for keeping everyone nourished with free snacks."
    - Avoid:
        - "It's move-in day, and @Target is fueling all of our volunteers with free snacks! Visit their location on High Street for any last-minute needs."

What happens if we don't meet the requirements set forth in this policy after 30 days? Will our accounts get shut down?
University Marketing will make every attempt to work with the unit social media lead and account manager(s) to fulfill the account requirements.

If these efforts are unsuccessful, the University Marketing team and/or unit social media leads reserve the ability to freeze or close an account if the application process is not followed, audits are not conducted, or minimum requirements are not met.

What is the difference between accounts used for "marketing and communications" purposes vs. "teaching, research and service" deemed outside of the policy scope?
An account is being used for university marketing and communications purposes when it meets one or more of the following criteria:
1. Created to extend the reach of Ohio State content to external audiences beyond university staff, faculty, or students;
2. Created to extend the reach of Ohio State non-academic content to internal audiences such as staff, faculty or students where content is also visible to external audiences;
3. Used to comment or publish content in the capacity as a **principal administrative official** of the university (e.g., President, Provost, Athletic Director, Dean); and/or
4. Supported by university resources (employees, budget, or tools funded by the university) to reach external audiences beyond university staff, faculty, or students.

Institutional social media accounts do not include accounts created by students or student organizations, or accounts used solely for teaching, research and service. An example of the latter would be a private Facebook group set up by a professor to communicate with students or research subjects.

What is the difference between a unit social media lead vs. an account manager? Can they be the same person?
An account manager is the person with primary day-to-day responsibility over a social media account. The social media lead is the person acting as the policy expert for account managers within their unit and the primary point of contact for University Marketing in regard to the policy. In some units, the same individual may serve in both of these roles.

How does the Ohio public records law apply to social media?
Information created and stored on institutional social media accounts may be subject to Ohio public records law and public records requests. Questions concerning public records may be directed to the Director of Public Records within the Office of University Compliance and Integrity.

How should we submit the social media account application and/or audit?
A web form will be created for both of these processes. If this form is not complete by the first deadline, email instructions will be provided.

If our account is currently utilizing Hootsuite but isn't deemed to be a Primary Account, will we retain or lose our access?
At the time of creating this policy, there are enough seats in our current publishing tool for the non-primary accounts currently utilizing Hootsuite to retain access.

For future state of these guidelines, the university is undergoing a request for proposal (RFP) to secure a publishing/analytics/security tool that can accommodate a larger volume of accounts representing the university in an official capacity. Additional accounts will be invited to utilize this tool for added security once available.

What are the expectations for account monitoring?
Account managers should check your account at least daily. Social media is inherently "social," so you should expect back-and-forth dialogue with the community. Sometimes, comments need to be escalated, and you have a responsibility as an account manager to contact the proper authorities in cases of violence, crime and sexual harassment.

Is there a current social media contact list?
A contact list is maintained by University Marketing and is currently being updated. This updated list will be provided through the Social Media Community of Practice, but can be requested in its present state from the social media team in the meantime.

What if we wish to implement more stringent rules and guidelines?
The Institutional Social Media Accounts policy sets the basic requirements for starting and running an institutional social media account for marketing and communications purposes. However, individual units may need to impose stricter guidelines. For example, Wexner Medical Center may require additional levels of scrutiny due to healthcare regulations. If a unit wants to implement additional guidelines or rules, their unit social media lead should consult Legal Affairs.

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