

Social Media Policy

Policy Statement

SGU authorizes the creation and use of University social media accounts, provided their use is professional, protects the reputation and brand of the University, and complies with SGU policies, applicable laws, and regulations.

Reasons for Policy

The University recognizes the value of social media platforms for a range of business goals and must balance its support of social media with the preservation of SGU's brand identity, integrity, and reputation. The social media policy exists to guide SGU faculty and staff, students, and any external designated parties who manage social media channels on behalf of St. George's University. For the purpose of this policy, "social media" refers to, but is not limited to, blogs (web-based journals) and microblogs (e.g. Tumblr), collaborative websites (e.g., Wikipedia, etc.), message boards, social networking sites (e.g. Facebook, LinkedIn, Twitter, Snapchat, Pinterest, WhatsApp), social networking features (University Portal), podcasts (multimedia distributed over the internet), video sharing (e.g. YouTube, TikTok), and photo sharing (e.g. Instagram).

Entities affected by this policy

This policy applies to all units of the University community, a group which includes all employees who work for St. George's University and any external designated parties empowered to post on behalf of the University as well as students, student groups, alumni, and alumni groups posting on SGU pages or as administrators of social media using the SGU brand.

For the full policy, please refer to the office of University Communications Social Media policy, which is available at:

<https://mycampus.sgu.edu/office-of-university-communications/Social-Media-policy>