

Social media enables Ozarks to share University news with Ozarks supporters around the world as well as allow us to connect with our friends, students, alumni and future students.

## Institutional Social Media Strategy

Social media should be used for at least one of the following reasons:

- Storytelling. Social media will assist in telling the University's story and help promote key aspects that set it apart.
- Engage & learn. Ozarks will utilize social media to access overall sentiment towards the University and respond accordingly. Conversations involving Ozarks should be monitored and addressed as needed.
- Increase brand awareness. Share University content to increase Ozarks recognition among various stakeholders including, but not limited to prospective and current students, parents, faculty and staff, alumni and the Clarksville community.
- Crisis Communication. Social platforms will be utilized to ensure that emergency communications are shared quickly to stakeholders.

\*Social Media comments and messages should be monitored and checked often. If there is a situation that needs to be addressed, please contact:

- For student organization accounts: employee account administrator (organization sponsor)
- For employees: Marketing and Social Media Coordinator.

## University Related Social Media Accounts

University departments may maintain Ozarks-related social media accounts and should only utilize the Ozarks social media platforms to publish content that is commissioned, created, or curated by that department on behalf of University of the Ozarks. If the guidelines listed below are not followed, University employees and student organizations will lose the right to contribute to Ozarks-related social media accounts and individuals will be personally responsible for any monetary consequence:

- Publishing content that is not owned by the University of the Ozarks (content includes the following items: quotes, statements, imagery, artwork, music, performances, and intellectual property) unless you have obtained permission to live stream copyrighted music or pay royalties in broadcast and internet mediums (ASCAP, SESAC, BMI, and Sound Exchange).
- Publishing content that is not connected to an university academic area, department, athletic program, group, event, function, activity and/or promotion,
- Publishing statements and content that are not royalty free without properly citing the original owner and/or receiving permission to use the content, (ie: retweets or reposts of media that is not owned by Ozarks)

- Publishing statements and content that violate confidential and proprietary information,
- Publishing statements and content that promote a product or cause not connected to the University of the Ozarks unless approved by administration,
- Publishing statements and content that promotes a political party or candidate,
- Publishing statements and content not related to University of the Ozarks.
- Employees who act as administrators on University-related social media accounts are required to attend a social media workshop held at the beginning of each fall semester.

\*All student organizations must have one Ozarks employee as an administrator for all accounts they use. This will most likely be the sponsor of the organization.

## FAQs

- **Can I get my events promoted on University of the Ozarks social media platforms?**

Yes, as long as your event meets the following guidelines:

- Announcements or events must be relevant to the University's stakeholders and be open to the public.
  - Graphics must adhere to the University marketing guidelines.
  - Graphics or provided text must include the following basic information: who, what, when, where, cost, contact name and number.
  - Graphics must be submitted using the [Marketing Project Request form](#), one week in advance from the event date.
- **What platform is best for me?**  
Before creating a new Ozarks social media account, please contact the Marketing and Social Media Coordinator. Assistance will be provided in deciding what platform(s) are best for you and ensure that your branding meets University guidelines.
  - **Can someone give a presentation on social media guidelines to my area?**  
Yes, contact the Marketing and Social Media Coordinator to schedule a presentation or workshop on your desired social media topic.
  - **Can I receive assistance with my Ozarks social media account(s)?**  
Yes, contact the Marketing and Social Media Coordinator for guidance on how to best utilize or manage your platform(s) and create a strategy.
  - **What is social media platforms can I use?**  
Ozarks utilizes seven main social accounts to stakeholders: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Snapchat](#), [YouTube](#) and [TikTok](#).

- **How do I handle inappropriate comments?**

While Ozarks supports free speech, any affiliated account must comply with University policies. If any post involves violence or is believed to be discriminatory, harassing, defamatory or obscene: Do NOT respond to the post; notify the Marketing and Social Media Coordinator and print a copy of the post for your records with the date and name of the source.

### **BEST PRACTICES**

For additional questions, please contact Sarah Clark, Marketing and Social Media Coordinator at [sclark@ozarks.edu](mailto:sclark@ozarks.edu).