

East Central University

Office of Communications & Marketing



Social Media Guidelines for University Affiliated Accounts

The following guidelines must be observed by all accounts affiliated with East Central University. This includes University-, College-, Department-, Program-, Office-, and Student Organization-level accounts.

1. All University affiliated social media accounts and pages must be established with a general ECU email address (@ecok.edu) so there is dual responsibility and access to the account. No single individual shall be responsible for a University social media account.
2. Pages for Facebook and similar must be a ‘business” page. Various media have blocked accounts belonging to organizations claiming to be a person. The page must be “liked,” not “friended.”
3. The Office of Communications & Marketing must be given administrator access to or login info for any social media account that represents the University.
4. Content must be current, reliable and accurate.
5. All departments and student organizations who maintain independent social media pages are not allowed to use any of the official ECU logos without approval from the Office of Communications & Marketing.

News and updates can be emailed to ecuinfo@ecok.edu to be announced on ECU’s social media sites. If you want something reposted to the ECU Facebook pages, be sure to tag us.

Keep in mind the following when posting to an official University social media account:

1. The intellectual property that you create and publish is the property of East Central University.
2. You are prohibited from posting copyrighted materials.
3. Content must adhere to the ECU Student Code of Conduct, ECU Faculty Handbook, and/or ECU Personnel Handbook.
4. Announcements that pertain to the University population must come from the main social media pages maintained by the Office of Communications & Marketing. Official University announcements may be shared from the main ECU social media so long as no comments are made by said parties to alter the original message of the University.

As an employee of ECU, please be aware that when you post as an individual about the University, you represent and take on the persona of the University. Please post responsibly using the ethics and values of the University as a guide to determine if what you are saying publicly is appropriate. As a rule, community content is not censored unless it is offensive, inappropriate or uses foul language.