



UNIVERSITY
OF MIAMI



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Applicability University of
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Categories Marketing &
Communications
- Social
Media,
Marketing &
Communications
Policies

Official Social Media Accounts

PURPOSE:

The purpose of this policy is to encourage the use of social media by appropriate University staff while making sure usage is in line with applicable state and federal laws and regulations, and to provide protection to the University's reputation. This policy focuses on social media accounts that are University-owned and University-controlled.

SCOPE:

This policy applies to all official social media accounts representing the University of Miami and the faculty and staff who oversee those accounts. This includes but is not limited to: academic departments, administrative units, student organizations, and affiliated entities.

POLICY:

The University of Miami encourages active engagement with social media platforms by the university community. This policy provides guidelines for all officially recognized social media accounts associated

with the University of Miami to ensure alignment with university values, policies, and legal requirements.

DEFINITIONS:

Representative of the university: an active faculty or staff member of the university (excluding student employees).

Social media account: an identifiable profile or online identity that is attributed to a particular individual or organization on a social media platform. Use of social media takes a number of forms including, but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn, and Snapchat, as well as blogs (university as well as personal) and online encyclopedias (e.g., Wikipedia).

Social media content: social media content that is created or posted by faculty, staff, or students in the university's name within the scope of the individual's responsibilities or position at the university. Examples include department Facebook pages or Instagram accounts.

Account administrator: a faculty or staff member who is responsible for overseeing and monitoring a social media account that is registered with the university. For registered student organizations, the supervisor will be the staff advisor for the organization.

PROCEDURE:

Social Media Accounts

An official University of Miami social media account is defined as any social media presence established and maintained by a university-affiliated department, unit, organization, or individual acting on behalf of the University of Miami or approved to use the University of Miami name or trademark. These accounts are authorized to communicate university-related information, initiatives, and activities to the public in accordance with university [branding guidelines](#), policies, and standards and are subject to oversight and approval by University Communications or other designated authorities.

Social media accounts may only be created by authorized representatives of the university.

Departments and organizations within a school, college, or division must gain approval from their area's director of communications or their equivalent before opening a new account. Only one official social media account per platform for each school, college, and unit is recommended. Requests for new accounts will be granted at the discretion of the area's director of communications based on the account goals and available resources.

Designated page administrators must include at least two active employees within the respective department, unit, or organization to ensure continuity.

A designated member of the University Communications social media department will be added as an additional page administrator. University Communications will only access the account at the area administrator's request or in the event of an extreme emergency on campus.

Employees designated as page administrators are responsible for managing and monitoring all content on their pages and must promptly remove any content that violates university policies or laws.

Student workers cannot independently manage official university social media accounts without supervision from an account administrator.

Any change in the designated page administrator must be communicated to the University Communications social media department immediately.

Official social media accounts representing the University of Miami's academic units and above will be publicly listed on the [social media list page](#) after review and approval by University Communications.

Social Media Content

Account administrators are responsible for managing and monitoring all content on their pages in compliance with university policies and applicable law.

All university policies, branding guidelines, and applicable laws and regulations apply to social media content. The university is committed to promoting, regulating, and protecting the integrity of its identity and its trademarked names and identifying marks.

Confidential information, copyrighted materials, threatening or obscene content, personal opinions represented as endorsed by the university or any content which would compromise the university's reputation are strictly prohibited.

All social media use must comply with the University's [Business Conduct and Ethical Standards](#) and [Acceptable Use of Electronic Communications](#), and federal, state, and local laws.

All content produced on behalf of the University of Miami should adhere to accessibility and compliance standards.

Social Media Strategy

Schools, colleges, and units within the University of Miami are responsible for developing and managing their own organic and paid social media strategies. This includes, but is not limited to crafting content, identifying target audiences, and monitoring performance metrics to achieve their communication and engagement goals. Online advertising with outside commercial entities must be approved by University Communications prior to commencement of an agreement.

ADDITIONAL CONSIDERATIONS

Account administrators should exercise common sense, good judgment, and respect when using social media. Members should consult the [social media best practices and recommendations](#) if they have questions about the impact of a post.

Faculty and staff operating on behalf of the university may not post defamatory, harassing, or obscene content.

Faculty and staff may not create or post personal social media content that implies that the content is on behalf of or is endorsed by the university. If a university affiliation is identified in such content which could improperly create an appearance of an endorsement by the university, members of the university

community should include a disclaimer that the views expressed are personal and are not necessarily those of the university. For additional information please review the [Social Media and Political Activities](#) policy.

The university name, marks, symbols, and logos may not be used on personal social media accounts or platforms to promote a product, service, cause, political party, or candidate.

Faculty and staff may not post information protected by applicable law or university policies, or non-public information.

RELATED POLICIES

- [Use of University of Miami Marks or Name](#)
- [Use of University Logo and Stationery](#)
- [Social Media and Political Activities Policy](#)
- [Business Conduct and Ethical Standards](#)
- [Acceptable Use of Electronic Communications](#)

All Revision Dates
 04/2024
 Approval Signatures

Step Description	Approver	Date
	Jacqueline Menendez: Vice President, Communications	07/2025
	Charisse Lopez: Asst. VP, University Communications	07/2025

Applicability

University of Miami

Standards

No standards are associated with this document