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Social Media Policy (cont.)

II. Social Media Posts and Comments

At all times, all employees, students or representatives who can be identified as having any association to Xavier must be conscious to uphold the image, mission and brand of Xavier when posting content, opinions or commentary on social media. All posts referencing Xavier must be reflective of the curriculum or department's events and accolades only. Employees and students who use social media must do so responsibly, in compliance with all legal and X.U.L.A. institutional policies. Any employees may freely disclose their affiliation with the Xavier University of Louisiana granted that disclaimers are set freeing Xavier University of Louisiana from any intellectual investment in the post.

1. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
 2. Employees are not allowed to disclose information that are financial, operational and legal in nature, as well as any information that pertains to students, administration or any Xavier-affiliated constituents and stakeholders.
 3. Content pertaining to sensitive company information (particularly those found within Xavier University of Louisiana internal networks) should not be shared to the outside online community. Divulging information or spreading propaganda regarding matters such as the university's design plans, internal operations and legal matters are prohibited.
 4. Proper copyright and reference laws should be observed by employees when posting online.
 5. Xavier University of Louisiana reserves the right to require amendment or deletion of any misleading or inaccurate content depicted in social media posts, or any social media posts violating the code of conduct or student code of conduct.
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Under no circumstances should social media posts or commentary contain political

including research and coordination with other departments to offer optimal promotion or responses is curated directly with Account Managers for each department. Xavier Administrative and Academic Departments must work together with MCD to ensure that appropriate language and context are conveyed in posts, comments, and responses.

A digital audit of the Xavier brand online and in digital media indicates the need to consolidate and reduce the number of Xavier accounts to prevent “clutter” of the digital space and ensure accurate and approved information is released as associated with the X.U.L.A. brand. A member of the MCD staff will be contacting Social Media account managers to

2. At least 2 months prior, Departments will provide a completed template of their upcoming activities and posts that need promotion to the MCD; who will then assist the department with preparing their content for publishing.
 - a. Copy and content are adjusted/formatted to meet XULA branding standards
 - b. Optimal posting days and times are determined by the MCD, with consideration to the audience, content or campaign goal, social network, and other posts or campaigns scheduled
 - c. Marketing schedules, adjusts and communicates changes to posts
 - d.

