UAB | THE UNIVERSITY OF ALABAMA AT BIRMINGHAM.

New Social Media Guidelines

Effective October 2023

UAB Social Guidelines

- **Purpose**

The University of Alabama at Birmingham (UAB) seeks to ensure all official UAB social media accounts (OUSMA) align with our identity standards and strategic goals, provide opportunities for two-way communication with our audiences, and comply with all applicable policies and state and federal requirements.

Note: Every division, department, school, and organization with UAB in its profile must follow the guidelines.

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UAB Social Guidelines Continued

- Added to the Social Media Toolkit: https://www.uab.edu/toolkit/social/getting-started and we have until EOCY to get into compliance

- Guidelines are from the System Office and apply to all locations: Birmingham, Huntsville, Tuscaloosa

- Address need for more controls behind the scenes (i.e., logins and account access), content moderation guidance, policy awareness, and more

- A lot of it is *#JustGoodAdvice*, think of it as the minimum you can do to get your accounts in shape
  - Other schools/units may have additional onboarding, training, etc.

Next Steps for Departments

- There are a few things you should do to comply with the new guidelines:
  - Conduct an audit of your account admins:
    - What every account should have:
      - One full-time person (faculty or staff) as admin. This is IN ADDITION TO student admins.
      - Two full-time faculty or staff with logins, passwords, and access at all times.
  - Provide the university with information that can be used internally (as a reference or record) or externally (for the new social media directory):
    - Name of the Unit
    - All social media accounts (examples: Facebook, Instagram, Twitter, Snapchat, TikTok, etc.)
    - Social media account name(s)
    - University email for the account(s)
    - Name, email, and phone numbers (work and mobile) for all account manager(s) – *not displayed publicly*

SAMAC Social Media Form

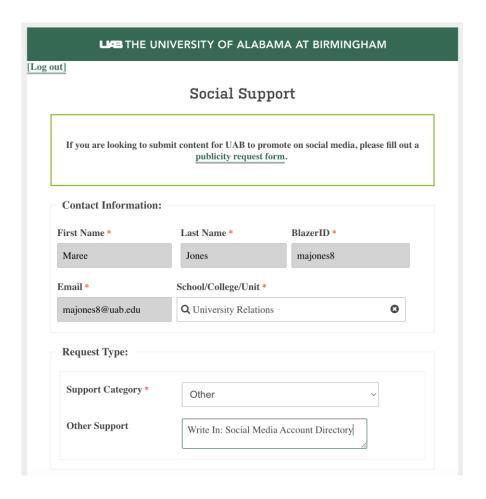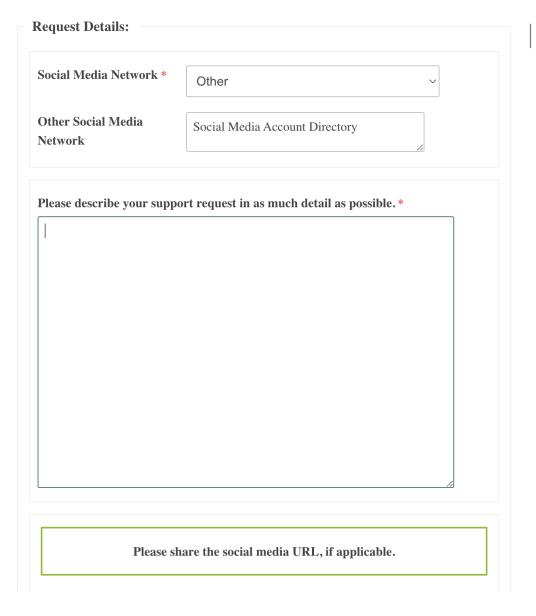|	Student Affairs Instagram (UABSTUDENTS)		Student Affairs Linktree	
Password:	XXv2klasdkljhrBLAze		Password:	F4Th3Stud3jh#$%
Email	Samarketing@uab.edu		Username:	uabstudentaffairs
Admins (Name/Email/Phone)	Wesley Peterson / wesleyp@uab.edu / 205-787-1356			
University Email	Samarketing@uab.edu			
	Student Affairs Administrative Facebook			
Password:	F4Th3Stud3nGOBLAERS!#$			
Email:	samarketing@uab.edu			

Next Steps for Departments

- All information that we have on record regarding access should be updated as changes occur. This will help minimize abandoned accounts.

- Please utilize the Social Media Support Form to submit this information, rather than Slack or email: https://forms.uab.edu/f/socialsupport

Social Media Support Form

Request Details:

Social Media Network *   Other

Other Social Media Network   Social Media Account Directory

Please describe your support request in as much detail as possible. *

Please share the social media URL, if applicable.

Social Support

If you are looking to submit content for UAB to promote on social media, please fill out a **publicity request form.**

Contact Information:

First Name *   Maree

Last Name *   Jones

BlazerID *   majones8

Email *   majones8@uab.edu

School/College/Unit *   University Relations

Request Type:

Support Category *   Other

Other Support   Write In: Social Media Account Directory

[Log out]

Getting Started

Did you know that UAB currently has over 300 affiliated social media accounts?

Official University Social Media Accounts (OUSMAs) created after October 2023 (the effective date of this policy) must first be approved by UAB Marketing & Communications.

As social media takes time, content, resources, and planning to do well, we wish to be good stewards of all our existing channels and social audiences first and foremost.

University Marketing & Communications may need more time to evaluate the appropriateness of new accounts or emerging platforms.

Getting Started Continued

UAB requires schools, units, or individual organizations within the enterprise contact UAB Marketing & Communications before establishing a presence on any "new" or emerging social media channel using by the [social media support form](). There may need to further evaluate or investigate opportunities that are available before we permission is granted.

UAB also require that schools, units, and individual organizations within UAB request approval through the [social media support form]() before creating any new accounts on institutionally-approved social media channels.

Note: OUSMAs created prior to the effective date of this policy are not required to submit the Social Media Account Support Form. However, all other portions of this policy are applicable to these accounts. These accounts must comply with this policy within sixty (60) days from the effective policy date.

Process

Steps

- ✓ **Submit request through social support form: https://forms.uab.edu/f/socialsupport**

- ✓ **Submit documentation on Getting Started page of the Social Media Toolkit:**

  https://www.uab.edu/toolkit/social/getting-started

- ✓ **Schedule a call or meeting with the Director of Social Media Strategy (Maree Jones / majones8@uab.edu**

- ✓ **If approved, you can begin setting up your new account**

Requirements

Things you need to do

✓ **Acknowledgement of Social Media Guidelines: https://www.uab.edu/toolkit/social/getting-started**

✓ **Acknowledgement of Facebook Business Manager section of toolkit:**
https://www.uab.edu/toolkit/social/facebook-business-manager

✓ **Review or refresher of Brand Basics: https://www.uab.edu/toolkit/brand-basics**

✓ **Review or refresher of Approved Social Media tools:**

> **Buffer: https://www.uab.edu/toolkit/social/buffer**

> **Adobe Express: https://www.uab.edu/toolkit/marketing-ads/adobe-express**

Additional Resources

Creative and publicity needs

✓ **UAB Image gallery: https://www.uab.edu/toolkit/photo-video/photo/uab-image-gallery**

✓ **Request publicity form: https://www.uab.edu/toolkit/communications/request-publicity**

✓ **https://UAB.edu/news** and **https://UAB.edu/reporter for content ideas and inspiration**

Checklist for starting a new social media account

- [Use the Social Media Support Form](#) to make your request for a new social media account
- Ensure you've read through the rules and requirements on the "Getting Started" page of the Social Media Toolkit
- Ensure that if you would like to set up a Facebook Page or Instagram Account that you are prepared to connect with an established Business Manager
- Ensure that if you would like to set up a TikTok account that you will create it as a Business Account
- Please submit documentation to majones8@uab.edu that includes the following:
    1. Which social media channels you plan to create and for what purpose?
    2. How many people will be managing these channels? How many people will need access to these channels? Who is the primary "owner" or admin of these channels?
    3. Who is your target audience? Who are you hoping to reach?
    4. What is your plan to achieve:
        1. Page Growth — 6 Months, 12 Months
        2. Engagement with your audience
        3. Other goals (i.e., website traffic)
    5. What types of content do you plan to create and share on these channels? Please be prepared to submit sample graphics or posts so we can get a sense of the types of content that will be shared.

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Questions