



# Associated Students, Inc. Cal Poly Pomona Social Media Policy

## Purpose

Social media is a set of Internet tools that aid in the facilitation of interaction between people online. Associated Students, Inc. at Cal Poly Pomona uses social media for a variety of business purposes, including but not limited to: customer service, brand building and differentiation, reputation management, obtaining student insight, promoting ASI events and initiatives, and driving traffic to various ASI websites.

The purpose of this policy is to protect the legal interests and reputation of ASI and all of its students and staff through the consistent and centralized management of all social media outlets by the ASI Marketing, Design and Public Relations (MDPR) department.

## Scope

The use of Internet based programs such as Facebook, Instagram, LinkedIn, Twitter, Snapchat, YouTube, Vine and others may be used in the furtherance of ASI's mission and goals. This policy shall apply to all ASI student and professional staff, student leaders, volunteers and interns and states who shall be authorized to create/speak/write on behalf of ASI through social media.

## Policy

In order to ensure compliance with this policy and ASI's social media guidelines, the Marketing and Public Relations Manager/designee shall create and/or authorize new social media accounts/groups/pages within a social media account on behalf of ASI. MDPR shall be primarily responsible for managing or posting to an ASI social media account or authorize an individual to do so, with appropriate guidance from MDPR.

ASI social media log-in information and passwords shall not be shared. Should any log-in and/or password information be compromised, MDPR shall be notified and handle the resetting of such information.

If interacting or posting on an ASI social media account, MDPR is authorized to exercise the discretion to edit, delete, post and deactivate said account. This may include responding to questions or comments. MDPR shall promptly engage in the appropriate consultation and/or notification with the department or individual involved.

Exceptions to the Social Media Policy shall be recommended by the Marketing and Public Relations Marketing and approved by the ASI Executive Director, based on the overall needs and interests of the organization.

ASI's zero tolerance for discrimination, harassment or retaliation in the workplace, and protection of confidential and classified information shall apply to all social media.

Any non-compliance with this policy may result in the appropriate disciplinary action.

## Implementation

This policy takes effect upon approval of the ASI Senate.

FOR ASI USE ONLY:

ASI Senate Approval Date: May 28, 2015

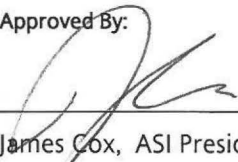
Verified By:

  
\_\_\_\_\_  
Andrea Cendejas, ASI Attorney General

6/2/15

Date

Approved By:

  
\_\_\_\_\_  
James Cox, ASI President

6/10/15

Date