

Eller College of Management Social Media Guidelines

Purpose

Social media is an important tool as we seek to engage, partner with and grow our communities. It is critical for quality brands to **minimize noise** as well as **manage risks** native to social media, and it is also critical for accounts associated with the brand name to **steward the brand well**, including supporting our shared goals.

Guideline

No new social media accounts can be launched without the explicit involvement of Eller Marketing and Communications, which will help develop a rationale for the accounts.

Process

1. Research and observe existing Eller social media accounts.
2. Work with Eller Marketing and Communications to determine if your Eller entity needs to establish a social media account to meet needs the existing accounts cannot.
3. If agreed-upon, work with Eller Marketing and Communications to develop a plan and shared access to any new account.
 - a. Eller Marketing and Communications must have up-to-date log-in access to the account at all times.
4. Once established, Eller Marketing and Communications will seek approval from the University.
5. Once approved, accounts must actively create content using Eller's instance of Lucidpress and post using UA's instance of Trellis Social.
6. Eller Marketing and Communications will evaluate accounts using the 30-60-90-day framework of inactivity. After 30 days, the account manager will be given a reminder to remain active on the account.
7. After 90 days of inactivity, accounts will be phased out.

Specific to YouTube

In order for videos to be published on the Eller YouTube channel, all videos must have:

- a title that an outside audience can understand
- a short description that describes the video and drives traffic to our website (i.e., uses keywords)
- closed captioning

Videos in violation of these guidelines will be removed. The Eller MarComm team reserves the right to change staff members' access to the Eller College YouTube account.