

 Wharton County Junior College	ADMINISTRATIVE PROCEDURE MANUAL	
WCJC Title: Social Media	Section: Personnel	Page(s): 1
BASED ON BOARD OF TRUSTEES POLICY		
Policy Title: Employee Standards of Conduct	Policy: DH	
Subtitle: None	Date Adopted: 08/01/2020	

Purpose

To establish protocols for the College’s social media presence.

Procedure

The College will post its approved, primary social media platforms on the homepage of the College website.

The Office of Marketing, Communications, and Advancement (OMCA) will manage the College’s primary social media platforms.

Employees may submit requests for posting announcements on the College’s primary social media platforms by submitting a Marketing Services Request form to the OMCA. The form is housed on the College intranet.

Employees requesting an account for a secondary College social media platform must submit a Marketing Services Request form to request approval to create the account.

Requests by employees for the creation of secondary social media accounts will be considered on a case-by-case basis. Once approved, the social media account administrator will be trained in how to manage their account. Secondary social media accounts may be deactivated for poor management.

Date Prepared: 06/27/2023 (ZLC)

Revised Date: