



**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.

**Date Prepared:** 06/27/2023 (ZLC)

**Revised Date:** 05/15/2024 (ZLC)