

## SOCIAL MEDIA ASSURANCE OF UNDERSTANDING

The following processes help ensure that online communications about UWS reflect the fundamental principles and core values of the university. Before creating accounts or beginning to publish, review these processes and the university policy on social media.

To receive approval to start a social media account for a club or a cause on behalf of UWS, or to retroactively get approval for an account already created, please follow the steps below.

1. Review [Policy 2503 Social Media](#) and the [Social Media Best Practices](#) document, both found in Udocs.
2. Please contact the marketing department by submitting a marketing request form, found on the main page of the website under "Inside UWS." Marketing will set up a brief meeting to discuss the proposed social media account, if necessary.
3. Once reviewed with marketing, please get the appropriate approval:
  - A. For a student club, inform the faculty advisor.
  - B. For a class cohort, inform the academic program director.
  - C. For students not part of a club, inform the marketing department.
  - D. For employees, inform your direct supervisor.
4. Sign and date the "Assurance of Understanding" sheet below and provide the document to the marketing department by email at [communications@uws.edu](mailto:communications@uws.edu) or by delivering a hard copy. The faculty advisor/program director/supervisor/communications representative must also sign the document.
5. When creating a new social media account or assuming control of an existing account, please add the marketing team as administrators.
  - a. For a Facebook account, add the Facebook User: Univ WesternStates ([www.facebook.com/UnivUWS](http://www.facebook.com/UnivUWS)) as an administrator.
  - b. If the social media platform does not have an administrator function, contact the marketing department.
6. If a social media account has been defunct or unused for six months, the university reserves the right to close the account.

### Assurance of Understanding

By signing this document, I signify that I understand and will follow the University of Western States (UWS) policy on social media and best practices as it relates to the club, cause or reason to create a social media account on behalf of the university.

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Approval of direct supervisor/faculty advisor/program director

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_