



## Social Media Policy

Administrative Division: Institutional Advancement  
Responsible Unit: Communications and Marketing  
Contact: Denise Panyik-Dale, [dpdale@steu.edu](mailto:dpdale@steu.edu), 973-290-4606  
Who Should Read this Policy: Students, Faculty and Staff  
Effective Date: 7/1/2022

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### Purpose of Policy:

The Social Media Policy sets forth policy regarding the management and coordination of University and affiliated social media accounts.

### Policy:

Saint Elizabeth University (SEU, the University) has responsibility for all official social media accounts on all platforms, as well as all officially recognized SEU-affiliated accounts. To be recognized as an official SEU-affiliated social media account, approval must be obtained as outlined in the Social Media Guidelines. All members of the SEU community must utilize social media in accordance with the Social Media Guidelines and SEU Branding Guidelines.

### Related Documents

- [Social Media Guidelines](#)
- [Branding Guidelines](#)

### Definition(s)

**Social Media** refers to online tools and services that allow anyone to easily create and publish content.

**Social media platform** refers to online platforms deemed most effective for communicating SEU messaging, and includes but is not limited to:

- Facebook
- Instagram
- LinkedIn
- Twitter
- TikTok

Policy History

Date	Description (Review, Revision, Approval)	Approved/Reviewed By	Effective Date
1/11/2023	Review	Institutional Advancement	7/1/2023

Policy Location(s)

Provide URL when applicable

- President's Office
- Institutional Advancement Office
- Communications and Marketing Office
- MySEU