



KCAI Social Media Account Policy 2021

This policy outlines the circumstances in which an administrative or academic department may create and operate a social media account including Instagram, Facebook, Twitter, LinkedIn, TikTok, Snapchat, or other social media sites, as well as the requirements to register an account at KCAI.

An administrative or academic department may create and/or operate a social media account on behalf of the college if there is a demonstrated need to communicate information to a specific audience and provided that the account does not conflict with the institution's social media strategy.

The department of Marketing and Communications manages the institutional social media strategy including the primary KCAI accounts on Instagram, Facebook, Twitter, and LinkedIn and is a repository for all registered social media accounts.

Who can create and manage a KCAI social media account?

A KCAI social media account, defined by the use of "KCAI", "Kansas City Art Institute" or any variation of the name of the college and/or used to promote or characterize any part of the college; or an account that is expressly purposed to represent an entity of the college; may be created and managed by an academic or administrative department, subject to the approval of the Department of Marketing and Communications. Submit requests by emailing communications@kcai.edu.

Marketing and Communications will review each request for redundancies or misalignment with the college's overall strategy. Once approved, each account must be registered with the college and adhere to the following regulations:

- All KCAI social media accounts must be registered with the Department of Marketing and Communications including the username, password, and manager. If the password is changed, promptly notify Marketing & Communications.

- The account must be registered with an institutional email address as the recovery email.
 - An institutional email is an address that represents the entire department and may be transferred if there is a change in personnel. For example, Communications@kcai.edu is an institutional email address that will always be maintained by the department. An institutional email address can be created by Campus Technology upon request.
- If a student or group of students manages the account, a paid employee of the college must also maintain log-in credentials and is responsible for moderating posts.
- All KCAI approved accounts are subject to review. The Director of Marketing and Communications may request edits to or the removal of any post *that is not in-line with the messaging of the college*. Failure to remove or edit posts may result in approval status being revoked.
- If the owner of the account no longer wishes to manage the account, the manager should inform Marketing and Communications.
- If the account is a Facebook page, each page should have at least two full-time employees of the college listed as administrators. If one of the full-time employees leaves, they should be replaced so that there are always two full-time employees as administrators. The Director of Marketing and Communications is available to serve as one of the administrators should that be needed.

Class-based or project-based social media accounts

Social media can be a great way to build community within the classroom, especially during remote learning. If you wish to create a social media account for a class or a project, please seek approval from the Department of Marketing and Communications. These accounts will be subject to the same regulations as institutional accounts. If this account is not maintained in perpetuity, there may be an expiration date assigned to it when the account will be deleted. The account, including the password, will need to be registered with Marketing and Communications.

Student organizations or student-run social media accounts

Student organizations must register social media accounts if they intend to use any form of KCAI in the name of the account. The account must be registered with the Department of Marketing and Communications and will use communications@kcai.edu as the recovery email address. Due to the transitory nature of student organizations, the password should be registered with Marketing and Communications.

Registering an existing account

To register an existing KCAI account, please email communications@kcai.edu with the platform, account name, account owner/manager, password, and recovery email address for the account. You will receive a notification when your account has been registered.

Disclaimer

This policy is in place to ensure that we have an updated and well maintained social media presence for the college and to aid in the transition of managers and owners.