

# SAP 61.99.99.T0.05 Social Media



New/Approved: July 17, 2018  
Next Scheduled Review: July 17, 2023

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## Procedure Statement

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Tarleton State University (Tarleton) understands the significance and benefits of communication via social media networks. This standard administrative procedure (SAP) provides guidance for participating and engaging in social media on behalf or as a representative of Tarleton.

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## Reason for Procedure

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The purpose of this SAP, in conjunction with the university's *Social Media Standards*, is to provide guidance for the use of social media tools which represents Tarleton in any capacity, consistent with [The Texas A&M University System \(system\) Social Media Guidelines](#) and the [Texas Department of Information Resources \(DIR\) Social Media Policy](#).

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## Procedures and Responsibilities

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The assistant vice president for marketing and communications has the responsibility to ensure that this SAP, the established university standards and state and system requirements are followed.

1. University units and/or third-party contractors using social media on behalf of or representing the university, must coordinate with the Office of Marketing and Communications, adhere to requirements set forth in this SAP and the university's *Social Media Standards* located on the Tarleton website at: <https://www.tarleton.edu/accessibility/standards/social-media.html>, and submit a [social media account request form](#).
2. PUBLIC INFORMATION ACT (PUBLIC INFORMATION ACT, TEXAS GOVERNMENT CODE CHAPTER 552) AND RECORD RETENTION

Social media sites may contain communications sent to or received by state employees, and such communications are therefore public records subject to state records retention requirements. These retention requirements apply regardless of the form of the record (digital text, photos, audio, or video). Tarleton will put forth reasonable efforts to archive copies of social media content in order to meet state records retention obligation in accordance with the A&M System Records Retention Schedule and/or DIR Records Retention.

3. Because technology evolves constantly, guidelines and requirements will be monitored and revised as deemed necessary.
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## **Related Statutes, Policies, or Requirements**

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[Texas Department of Information Resources \(DIR\) Social Media Policy](#)

[The Texas A&M University System \(system\) Social Media Guidelines](#)

[Tarleton State University Social Media Standards](#)

[Digital Millennium Copyright Act](#)

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## **Definitions**

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University Units – Includes organizations, programs, departments, schools, colleges and divisions.

Social Media – Platforms or applications (Facebook, Twitter, Instagram, Pinterest, etc.) that enable users to create and share content or participate in social networking and/or create online communities.

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## **Contact Office**

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