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# University College Cork

## Procedure for establishing and using an official university social media account

### Version 1

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The purpose of the document is to information a member of the UCC community on how to establish and use an official university social media account.

## Document Location

<http://www.ucc.ie/en/it-policies/procedures>

## Revision History

Date of this revision: 31/10/2012	Date of next review: 31/10/2013
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Version Number/Revision Number	Revision Date	Summary of Changes
0.1	31/10/2012	Draft created by Maurice Ryder, EPU
1	17/05/13	approved

## Consultation History

Revision Number	Consultation Date	Names of Parties in Consultation	Summary of Changes

## Approval

This document requires the following approvals:

Name	Title	Date
John Fitzgerald	Director of Information Services	17/05/13
Trevor Holmes	Vice-President for External Relations	17/05/13
Michael Farrell	Corporate Secretary	17/05/13

These procedures shall be reviewed and updated on an annual basis.

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## 1. PURPOSE

This procedure outlines the steps required in order to establish and use an official university social media account. It should be read in conjunction with:

- UCC IT Documentation Policy
- Acceptable Usage Policy (Hereto referred to as AUP)
- Social Media Policy
- Procedure for notice and take down

## 2. Establishing and using an official university social media account.

Users are encouraged at all times to use social media sites in a responsible manner having due regard to the rights and reputation of the University and of others.

1. The office of media and public relations and the office of marketing and communications shall maintain the official university social media account on any given social media platform.
2. Only the president, the vice-president of external relations (or their nominee) may set up an official social media account on behalf of the university.
3. The operation of some official university social media accounts may be devolved, with permission from the vice-president for external relations, to an office other than the office of media and public relations or the office of marketing and communications.
4. All official university social media accounts shall be operated within the rules established in the Social Media Policy.
5. All official university social media accounts shall contain a link (where feasible) to the social media policy and this procedure.

## 3. Official university social media accounts.

The following is a list of official social media accounts:

1. Twitter: <http://twitter.com/UCC> (or @UCC)
2. Facebook: <http://facebook.com/universitycollegecork>
3. YouTube: <http://www.youtube.com/uccireland>
4. LinkedIn: [http://www.linkedin.com/company/8798?trk=NUS\\_CMPY\\_TWIT](http://www.linkedin.com/company/8798?trk=NUS_CMPY_TWIT)

The University reserves the right at any time to revise the terms of this procedure. Any such revisions will be notified to you and by continuing to use the relevant social media sites following such notification you will be deemed to have accepted the revised terms of this procedure.