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# University College Cork

## Procedure for establishing and using a UCC organisational unit social media account

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This procedure outlines the steps required in order to establish and use a UCC organisational unit social media account.

## Document Location

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

## Revision History

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0.1	02/11/2012	Draft created by Maurice Ryder, EPU
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## 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	17/05/2013
Trevor Holmes	Vice-President for External Relations	17/05/2013
Michael Farrell	Corporate Secretary	17/05/2013

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 a UCC organisational unit 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 a UCC organisational unit 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. Only the head of unit (or their nominee) may approve the set up a UCC organisational unit social media account.
2. The operation a UCC organisational social media account may be devolved, with permission from the head of unit (or their nominee), to named persons within the organisational unit.
3. A UCC organisational unit social media account must have the initials “UCC” in the account name (preferably at the beginning of the name e.g. uccsport or uccenglish).
4. It is not always appropriate for a UCC organisational unit to maintain its own social media accounts (depending on the platform and other circumstances) - The office of marketing and communications (via [wwg@ucc.ie](mailto:wwg@ucc.ie)) must be consulted before the account has been created.
5. On the establishment of a UCC organisational unit social media account, the office of marketing and communications (via [wwg@ucc.ie](mailto:wwg@ucc.ie)) must be informed of:
  - a. The type of social media account being established,
  - b. The name of the social media account,
  - c. The name(s) of the nominated staff member(s) who will maintain the account, and
  - d. The web address of the account on the relevant platform.
6. The office of marketing and communications shall endeavour to maintain a public list of these web links, accessible from the UCC website at <http://www.ucc.ie/en/connect/>
7. The use of university branding on UCC organisational unit accounts is subject to consultation with the office of marketing and communications.
8. UCC organisational units should, where possible, provide a link to their UCC website from their social media account.
9. UCC organisational units should, where possible, provide links/connections to other UCC organisational units’ social media accounts.
10. All UCC organisational unit social media accounts shall be operated within the rules established in the Social Media Policy.
11. All UCC organisational unit social media accounts shall contain a link (where feasible) to the social media policy and this procedure.
12. The computer training centre provides free classroom based training for UCC staff members on how to set up and maintain various social media accounts – contact [tcentre@ucc.ie](mailto:tcentre@ucc.ie) for details on what courses are available.

### 3. Twitter

The following relate to the Twitter social media platform:

1. You must use “UCC” as part of your Twitter account name.
2. Keep the account name as short as possible to enable other Twitter users to retweet your tweets more easily and to reference your account more easily within the 140 character limit for tweets.
3. Make sure your account follows the official UCC Twitter account so that you can retweet tweets from the official UCC Twitter account.
4. Identify your Twitter account to the UCC Twitter account so that a follow back can be reciprocated, allowing the UCC Twitter account to retweet your tweets to its followers when appropriate (thus sending your message to a wider audience).

### 4. Facebook

The following relate to the Facebook social media platform:

1. You must use “UCC” as part of your Facebook account name and Facebook page address.
2. Make sure your Facebook page “likes” other UCC Facebook pages.
3. Identify your Facebook page to the UCC Facebook page so that the UCC Facebook page can add your page to its list of “Liked” pages, allowing the UCC Facebook page to share your updates more easily.

### 5. YouTube

The following relate to the YouTube social media platform:

1. You must use “UCC” as part of your YouTube account name.

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.