

NAU Social Media Directory Requirements

Northern Arizona University has developed a social media policy and application process to ensure that any and all interactions on behalf of NAU represent the university's best interests.

To be considered for inclusion in NAU's social media directory, the following requirements must be met:

- The account must have the knowledge and approval of appropriate university administrator (dean, chair, vice president, director, etc).
- Account access must link back to the university's web properties and should provide contact information for the account.
- The account must include NAU or Northern Arizona University in the account name and use an official logo of the university as approved by University Marketing.
- Each social media account will have at least two administrators at all times.
 - Account administrators will be responsible for managing and monitoring content of their respective social media accounts and for removing content that may violate the University Conduct Policies or the Social Media Guidelines.
 - Should an account administrator leave the University for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another NAU employee to be an account administrator and remove the former employee's administrative permissions to the site.

Guidelines for Content:

- Accounts must be regularly maintained and comply with all university policies.
- Inappropriate, offensive, injurious and illegal content may be removed by account administrators or at the direction of the Office of Public Affairs social media staff.
- Laws and policies respecting contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other University constituents apply online and in the social media context just as they do in personal interactions.
- In the event of an emergency or crisis situation, account administrators are asked to share only official information provided by the main NAU social media accounts and shared in official university messages.
- Best practices for social media accounts should be considered.

Listing in the Directory

- Officially recognized NAU social media accounts will be reviewed and approved through an application process. Upon approval, the account will be listed in the Social Media Directory. Student organizations that wish to have their accounts officially recognized must be registered with NAU Student Life.