



## Student Engagement

### Student Organization Instagram Policy (Non-Law) 2023-2024 Effective August 1, 2023

Any student organization interested in setting up an Instagram account must receive written approval from university Student Engagement and Regent's Executive Vice President for Enrollment Services for each academic year. To receive this approval, the organization must agree to

- Submitting a Instagram proposal to the Director of Student Engagement. New Student Organizations must wait (1) month from date of official approval to submit a proposal for an Instagram account.
- Update the organizations constitution to appoint a member whose sole responsibility within the organization is to manage and maintain the Instagram account, post relevant material pertaining to the organization, monitor content, and comply with university policies and branding guidelines after being trained by Director of Student Engagement.
- Supply the name of the member responsible for maintaining the Instagram account, as well as the current administrative credentials (login and password) to the Instagram account to Jennifer Gribble, Director of Student Engagement, [Jgribble@regent.edu](mailto:Jgribble@regent.edu) at the time of official approval or recharter season. This will help guard against the page being unacceptable due to a change in leadership. Student Engagement will not be utilizing the login and password to check followers, messages, etc.
- Use a Regent-supplied email address to create the account and not link the account to any other personal social media account.
- Post material relating to the organization at least once every two weeks during the academic year.
- Post material that complies with university policies, procedures, branding guidelines, and standards.
- Pass along administrative privileges and information each year to the incoming organizational leadership.

If your organization believes that due to its unique characteristics, there are circumstances that require it to be exempt from one or more of the above requirements, please contact Jennifer Gribble.

Remember that when an organization is given the privilege of its own internet presence, it is representing Regent University and Student Engagement. All content, posts, comments, and actions on these sites have the ability to affect the reputation of the university and Student Engagement, as well as other individuals affiliated with these institutions. When developing content, use good judgment and give careful thought to what you post, knowing your content can reach anyone, may be misinterpreted, may show up outside of its original context, may be

replicated quickly, and may remain public for an indeterminate amount of time. Do not delete comments simply because you disagree with the point of view expressed or because the author has reacted negatively. However, if you see comments that expose the private data of others or that contain commercial solicitations, you should delete them. If you observe comments that your organization believes are off-topic, factually erroneous/libelous, or are threatening, abusive, or obscene, or if you suspect your account has been compromised, you should contact Jennifer Gribble, Director of Student Engagement, immediately to determine the appropriate course of action.

Student Engagement reserves the right to remove any postings, comments, or other content that it determines to be in violation of university policy, procedure, branding guidelines, or directive, or that substantially disrupts the function of the institution. Any organization found not to be in compliance with any of the requirements set forth in this document will lose the right to utilize any internet presence other than on the Regent University official website or other official university channels, and any individuals or organizations found not to be in compliance with any of these requirements may be subject to disciplinary action.