



Regent University Marketing & Student Engagement

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

Submission of Request

Any student organization interested in setting up an Instagram account must receive written approval from university Student Engagement and the assigned approver from Regent University's Marketing department for each academic year. To receive this approval, the organization must agree to

- Submitting an 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 organization's 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 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.

Content

Remember that when an organization is given the privilege of its internet presence, it represents 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. Marketing may contact Student Engagement or the organization directly if they find any posts or behaviors that do not comply with the above policies and procedures to suggest edits, adjustments, or removal. 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.

Content Guide from Regent University Marketing

Logo/Profile Picture – Regent University departments must use the official Regent Shield, which can be provided through request by Marketing. All other organizations can exercise the creative freedom to create their own logo, so long as it does not contain any elements of the official Regent branding. Regent’s official branding and logos cannot be manipulated in any way.

Consent – You must gather some form of consent from individuals to whom you post their likeness. The individual must be aware that their likeness may be used for your organization’s promotions. You can gather consent through a “consent area” where they pass signage upon entry disclaiming their consent, verbal consent, or written consent. Failure to receive consent

could lead to the removal of posts along with the discussion of further actions with Student Engagement.

Licensed music – If you are creating a business account on Instagram, you are prohibited from using any music in your posts besides the provided commercial sounds or music licensed/owned by the organization. Failure to comply with Instagram’s Terms of Use regarding music and sounds could lead to removing posts and discussing further actions with Student Engagement.

Photography/Images – Organizations must refrain from posting executive leadership with permission. Seek the Council of Student Engagement and Regent University Marketing for any extenuating circumstances. Organizations may occasionally request photos from past events from Marketing, which can be requested by emailing marketing@regent.edu. Photos should not be manipulated in any regard besides simple graphic design or text on top.