Social Media Directory
Inclusion Guidelines/Requirements
Established by the Northern Arizona University Social Media Subcommittee, June 2011

To be considered for inclusion in the university’s social media directory, it is recommended that a social media property:

- Be an official representation of an official university program, project, or group with full knowledge and approval of appropriate administrator (dean, chair, vice president, director, etc.; cannot be named after an individual person).
- Use an official logo of the university as approved by University Marketing.
- Have at least two administrators with a full time staff member as owner of the account – other staff/students may be administrators but account must be overseen by a full time staff member.
- Use NAU or Northern Arizona University must be used in the account name.
- Have an “infinite” lifespan – e.g., must be sustainable.
- Be regularly maintained. Updating frequency will be assessed when considering inclusion.
- Comply with professional standards of communication (correct grammar, positive messages, professional voice) and university policies, specifically that which prohibits political activity using university/state resources.
- Uphold the university’s missions and values, including its position as a state institution, and a majority of the posts should reflect a connection to the university.
- Have and maintain at least 100 likes/followers/subscribers.
- If a personalized URL exists or is created for facebook page/group it must contain “NAU”
- Social media properties should provide contact names and email addresses, or correct website URLs that point back to the university’s web properties.

Important: Posts on social media sites should protect the university’s institutional voice by remaining professional in tone and in good taste. No individual unit should construe its social media site as representing the university as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

To have your social media outpost considered for inclusion, please email eden@nau.edu. Include a contact name and link to the outpost you wish to be considered.