



Consolidation Committee Final Report

Committee Details

Date: July 16, 2016

Committee Name: Operational Working Group #44- Social Media

Committee Co-Chairs: Jenny Collins and Danyelle Gary

Functional Area: Media and Marketing

Functional Area Coordinator: Cynthia George

List the major tasks your committee will need to take to accomplish your deliverables. Please provide more details for the tasks leading up to the SACSCOC Prospectus development.

Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: Consolidate and Invigorate Social Media Presence and Impact

Recommendation and/or Action Taken: Committee 44 recommends a social media marketing strategy be developed to publicize the consolidated and/or new official university accounts. A social media marketing strategy will help introduce audiences to the mission, principles and brand of the consolidated university. In addition, it will serve as a guide for invigorating social media's impact. Ultimately, the social media marketing strategy will help to introduce the university to new 'followers' and navigate current 'followers' to the merged accounts.

Task: Social Media Policy and Committee created

Recommendation and/or Action Taken: Committee 44 recommends a social media policy and social media committee be developed. A social media policy will help to guide students and employees on the use of social media in an educational environment. It will ensure that employees are aware of their responsibilities when using social media and the impact social media has on the reputation of the university. The social media policy committee should include legal counsel and a human resources representative, among others.

Task: Strategic Training on Social Media

Recommendation and/or Action Taken: Committee 44 recommends requiring social media strategic training for everyone who manages official university accounts. Social media strategic training will help to ensure designated employees understand how social media corresponds with the university's overall strategies and objectives. Training will also help to maximize the university's interaction with potential stakeholders.

Other/Final Comments (if any):

Empty text boxes for additional comments.