



Board of Governors  
Georgetown University Alumni Association  
Social Media Guidelines

These Social Media Guidelines provide five basic principles developed by the Communications and Technology Committee (“CTC”) for the Georgetown University Alumni Association (“GUAA”) Board of Governors (“BOG”):

**Authorization:** Social media content produced and communicated through GUAA BOG must be consistent with, and reflective of, GUAA and its relationship with the University. Social media content that is relevant to the Office of Advancement should be coordinated with the Office of Advancement when possible.

**Identification:** Content specific to GUAA must clearly be identified as such; in the event of the need for the GUAA President or his/her delegate to speak directly to the membership, this must be identified as such.

**Integrity:** All communications presented in the name of GUAA must meet and maintain the integrity and values of GUAA, including without limitation adherence to the Ethics Policy and Statement of Responsibility available on the BOG Intranet.

**Relevance:** At all times, social media communications must remain relevant to GUAA, the University, and its constituents.

**Respect:** At all times, social media communications respect the BOG, GUAA, the University, and our constituents.

The 2010 strategic plan of the GUAA restated the goal of the GUAA as the primary gateway between the university and its alumni community, including without limitation, to: (a) enhance the capability of the alumni web site and other e-communications to deliver user-targeted news, events and information; (b) develop e-communications to current students and young/recent alumni that promote GUAA offerings at the earliest possible time; and (c) identify other means and channels to build awareness of GUAAGUAA services.

Over the last seven years, the growth of a wide variety of social media platforms has led to a paradigm shift in how GUAA communicates its most time-sensitive information to alumni worldwide. Mindful of the rapid changes within this industry and the need to make strategic decisions on the creation,

maintenance, and where necessary, deletion of a GUAA sponsored account within these platforms, this policy seeks to identify, and where applicable, to clarify the approvals and policies necessary for the development and use of social media of and for GUAA.

**Creation of a Social Media Account.** At such time when a social media platform is judged, in the opinion of BOG, to be a platform whereby meaningful communications may be presented to alumni by the BOG, a request to create an account shall be directed to the chair of the Communications and Technology Committee for review. Upon the consultation of the President of GUAA, the Executive Committee, and the Executive Director of GUAA, volunteer and/or staff resources may be directed to serve as administrators and/or users of the account.

**Creation of a Private Social Media Account.** As per the above, the GUAA has recognized the sensitive, confidential, or privileged information shared among members of its BOG and its Alumni Senate, herein incorporated by reference. The following guidelines are provided exclusive to sites developed for the private use of the Board of Governors:

1. Upon the consultation of the President of GUAA, the Executive Committee, and the Executive Director of GUAA, volunteer and/or staff resources may be directed to serve as administrators and/or users of the account.
2. User accounts shall be restricted to current Governors, active members of the Alumni Senate, designated staff. In addition, access by former governors or inactive senators shall be reviewed and approved by the chair of the CTC.
3. Members of a private social media account shall be bound by all BOG policies and any other applicable agreements promulgated by GUAA. Violations of conduct shall be reported to the staff contact and the chair of the CTC for review. Access to private social media platforms is at the discretion of the executive committee of the GUAA and its president, who may, with cause and at its sole discretion, restrict or deny access to the private account(s).

**Maintenance of a Social Media Account:** GUAA shall delegate, at its sole discretion, administration and maintenance of BOG social media platforms to volunteer and/or staff who shall report regularly to GUAA on the usage, membership, and general activities of the account within the platform.

**Deletion of a Social Media Account.** At such time when a BOG social media platform is considered, by GUAA, to no longer represent GUAA, a request to delete an account shall be directed to the chair of the CTC for review. The chair shall review and present its conclusion to the GUAA Executive Committee for review and approval consistent with this Social Media Guidelines. The GUAA shall notify its users of the platform its intention to discontinue the service and, where applicable, to direct them to a new platform, not less than thirty (30) days prior to disconnection.

All such guidelines do not preclude the use of social media accounts by GUAA members, Governors, appropriate staff, or other constituents, said accounts remaining outside the authority of GUAA and the University.

This guideline may be amended from time-to-time by the CTC.