

Texas Lutheran University Social Media Policy

1. Purpose

This policy establishes guidelines for the ethical and responsible use of social media by individuals representing or affiliated with Texas Lutheran University (TLU), to ensure alignment with TLU's values, brand standards, and community expectations.

2. Scope

This policy applies to:

- All official TLU-affiliated social media accounts
- Any student, faculty, staff, or third party posting content that represents or implies endorsement by TLU
- Content created for institutional use on platforms including, but not limited to: Instagram, Facebook, LinkedIn, TikTok, YouTube, and X (formerly Twitter)

3. Appropriate Conduct and Content

TLU expects all content shared on social media to reflect the integrity, inclusivity, and professionalism of the university.

Prohibited content includes, but is not limited to:

- Inappropriate, offensive, or explicit imagery
- Content depicting or glorifying violence, weapons, or dangerous activities
- Use of profanity, vulgar language, or suggestive content
- Content involving illegal substances or irresponsible alcohol use
- Personal attacks, hate speech, or discriminatory remarks
- Material that compromises the safety, privacy, or dignity of others
- Political opinions that may be viewed as those of TLU.

Violations may result in content removal, account suspension, or disciplinary action.

4. Use of Official TLU Branding

If any content includes official TLU elements—such as logos, wordmarks, university slogans, or brand colors—the following applies:

- All uses must strictly follow the [official TLU branding guidelines](#).
- Unauthorized, altered, or inconsistent use of brand elements will result in a request for immediate content correction or removal
- Prior approval (Division VP or Director of Student Engagement) is required before launching new accounts that represent TLU

5. Image Use Guidelines

- All individuals featured in official TLU content must provide consent or be participants in public university events.
- Images of minors without written parental or guardian consent may not be posted.
- Copyrighted materials, images, or music without proper licensing or permission may not be posted.
- Photos should align with TLU's visual identity—clean, inclusive, professional, and representative of the community.

6. Official Flyers and External Marketing Materials

Any flyer, graphic, or promotional material intended for use beyond campus (including community distribution or external marketing) must be reviewed and approved by the Office of Marketing & Communications prior to release.

Failure to obtain proper approval may result in removal of the content and/or additional review of posting privileges. This ensures consistent branding and professional representation of the university.

7. Account Ownership and Access

- All official TLU departmental or student accounts must be registered with the Office of Marketing & Communications or the Office of Student Engagement.
- Login credentials must be accessible by at least one full-time TLU faculty or staff member.
- Student-managed accounts must have a designated staff advisor and follow all posting protocols.

8. Crisis Communication

In the event of a university emergency or crisis, all social media activity must:

- Defer to official statements from the Office of Marketing & Communications or TLU leadership
- Avoid speculation, misinformation, or unauthorized announcements.

9. Collaboration and Tagged Posts

- Any account may tag the official TLU accounts, and tags will be accepted
- Collaborations on posts, reels, and/or videos are welcome, with advance notice to the Office of Marketing & Communications. Collaborations will not be approved without advance notice.

10. Questions or Concerns

For guidance or approval regarding social media content, please contact the Office of Marketing & Communications at marcom@tlu.edu or Susan Rinn, Vice President for Marketing & Communications at srinn@tlu.edu.