

Student Social Media Policy

Student Organization Social Media Channel

Each student organization may have its own social media channel(s) if the following criteria are met:

1. Each student organization is allowed to have one (1) social media channel on each of the following platforms: LinkedIn, Instagram, X, and Facebook
 - a. The login and password of the student organization's social media channel must be shared with OSA to store it in a secure electronic document. OSA will provide access to the secure document only to those organization members designated to have access by the organization leadership.
 - b. To the greatest extent possible, the handles (i.e. @businesslawsociety) on each of the platforms must match. Newly created handles must be reviewed and approved by the Director of Marketing and Communications.
2. Each organization must designate officer(s) or representative(s) of the organization who is/are responsible for the creation and posting of content on that channel.
 - a. The officer(s) or representative(s) must include the details of any social media posts that market or promote an event planned by the student organization at the same time they submit their email marketing request form (at least two weeks prior to the event).
3. Organizations are encouraged to follow generally accepted best practices for organizational social media, such as not allowing an account to sit dormant for long periods of time.
4. Organizations looking for tips on best practices or how to enhance their use of social media are free to contact Maryland Carey Law's Director of Marketing and Communications for advice.

Use of Maryland Carey Law's Official Social Media Channels

The marketing and communications department creates its own content to promote the law school dictated by its goals and communication strategy, which may include information about students and activities, student organizations and/or co-curriculars.