



6 December 2021

MEMORANDUM NO. 697
Series of 2021

T O: All Vice Presidents, Chancellors, Deans, Unit/Dept Heads
Head, University Integrated Media Center
Head, VSU Web Team
Head, ICT Management Center
Chief Legal Officer

R E: Management of Unit-based Social Media Accounts

At VSU, we believe in the importance of a well-curated social media presence as part of the university brand.

On major social media platforms like Facebook, we have a strong following of more than a hundred thousand. At the same time, some departments, colleges, and offices also have their own pages which they manage at the unit level.

Most especially on Facebook, the presence of these pages is an opportunity to connect with our communities. At the same time, we are aware of the risks that come with the power to publish and communicate in the name of VSU or its units without a system in place. As an ISO 9001:2015 certified institution, we regard social media pages as important products and services that we should manage more prudently and conscientiously in accordance with quality management principles.

Considering these, we are implementing the following guidelines as part of our social media policy:

1. **Official Recognition.** All social media pages and groups created to represent VSU and its units should be coursed through or registered with the VSU Web Team. Only duly registered social media assets shall be considered as "official". For Facebook, pages of VSU units should be linked with VSU's Business Manager account managed by the VSU Web Team.
2. **Page administration.** Any social media asset by a unit must have at least one main manager or administrator who is a regular or permanent employee of the university. No JO worker shall be allowed to manage a page or group alone. The main manager shall bear legal and administrative responsibility to any action or publication taken by a social media page under his/her watch. All administrators—regular or JO—shall also be registered along with the unit pages or groups for recognition and control.
3. **Character and Branding.** The name, branding, communication style, and overall design sense of official pages and groups must be in line with VSU's official style. The University Integrated Media Center (UIMC) shall guide units in following the university brand.

4. **Announcements and statements.** The UIMC or Web Team has the sole authority to clear or publish important announcements regarding university events and matters. Meanwhile, all official statements by the university administration should have the president's approval. Only academic departments are allowed to publish official statements on important matters in line with the academic freedom of the faculty. The Office of the President shall be furnished a copy of such statement in print format.
5. **Information desk functions.** Important university and unit pages, including those of academic units, must ensure that they are able to promptly handle public comments, respond to inquiries, and usher these to proper channels, in keeping with the university's image as a Very Supportive University. Pages that are unresponsive may be decommissioned.
6. **Data Privacy.** In all social media activities or pronouncements, where personal information is captured, processed, or presented, shall be done in accordance with the Data Privacy Act of 2012.
7. **Implementation and Supervision.** The implementation of this social media policy and other pertinent guidelines, policies, and regulations rest on the following offices:
 - a. VSU Web Team - for overall supervision and for matters related to web content, page administration, and technical support.
 - b. VSU Integrated Media Center (UIMC) - for matters related to branding, stories, publications, designs, etc.
 - c. VSU Information, Communication & Technology Management Center (ICTMC) – for backend infrastructure support.
 - d. VSU Legal Office – For legal matters, including data privacy.

For your guidance and compliance.


EDGARDO E. TULIN.
President