DEPARTMENT OF POLITICAL SCIENCE
SOCIAL MEDIA GUIDELINES

The Department of Political Science will follow the procedures outlined in this document to create workflows to disseminate faculty news on departmental social media outlets.

All proposed social media posts must be approved by the department chair and requests should be sent to both the chair and the social media liaison. Once posts are approved, they will be posted based on their categorization below or on another timeline as to be determined by the social media liaison.

Faculty should provide their own blurbs and links to articles, and/or flyer images, to best reflect their contributions or events. Blurbs should be formatted within Twitter's 280-character limit. Faculty have the option to develop a longer-form blurb for Facebook if they choose. If a post falls within a themed post (outlined below), Facebook posts may be lengthened to explain the theme. If faculty want the department's social media pages to tag them on contributions, they should provide the accounts they would like tagged upon approval request.

The following are current themed posts and the timelines for these posts. Social media liaisons may suggest alterations, removals, or additions to these posts in accordance with department social media goals.

1. **Faculty Accomplishment Posting**
   a. Posts about faculty accomplishments will be posted as part of the Faculty Appreciation Friday series. Faculty accomplishments include, but are not limited to, media mentions, publication of professional research, and promotion of non-UTRGV academic activity.
   b. Indicate your preference on being tagged in posts relating to you, and what accounts you would like tagged.

2. **Faculty Organized Events**
   a. Approval & Posting
      i. If a faculty member organizes an event (including as a mentor to student organizations), that faculty member(s) needs to provide a flyer and short pitch of the event with details on dates (one week notice is preferred).
      ii. After a flyer is received and caption approved, the post will be generated as soon as possible.
      iii. Events will be re-boosted 24-hours before the event.
      iv. Recap posts will be created if additional information is provided – see post-event timelines below.
   b. Post-event
      i. If a faculty member wants the Political Science social media page to post a recap of their event, the faculty member will need to submit any photos or videos taken at that event.
      ii. Faculty should also include a recap blurb for approval to recap the event.

3. Current Social Media Post Schedule and Projects
   a. Faculty Accomplishment Fridays – On Fridays
   b. Faculty-Organized Events
      i. 1st post: when a blurb and flyer are received and approved
      ii. 2nd post: 24-hours prior to event
      iii. 3rd post: Recap, providing photos and recap blurb from faculty member
         • If providing video, allow extra time for conversion into Reels.
   c. Department-, College-, University-Level Events
   d. Organization Spotlights- Focus on student organizations, meetings, accomplishments (Ex. Recent post on Mock Trial Team).
   e. Programming Posts: Deadlines, information sessions, and flyers relating to department programs (LSPI, Internships, etc.).

Approved by Department of Political Science, October 11, 2024.