

OSU INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES

<b>Digital Media</b>	<b>7-007 MARKETING &amp; COMMUNICATIONS October 2016</b>
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INTRODUCTION

- 1.01 The digital media policy is intended for and applies to anyone involved in creating, contributing to or distributing information pertaining to OSU Institute of Technology (OSUIT) via digital media communication channels often times referred to as social media platforms.
- 1.02 Digital media refers to any communications facilitated by technology. This can include online channels, phone/app based communications and more.
- 1.03 The consideration and strategic integration of any digital media platform can help achieve the objectives of organizations, divisions and programs. These communication platforms are valuable ways to connect with a targeted audience.

POLICY

- 2.01 Facilitators of digital media platforms should be mindful of the content posted to ensure all efforts are consistent with OSUIT's voice. Not only will current faculty, staff and students have access to content published, but prospective students, alumni and other visitors might also. As with any OSUIT communication effort, it is important to contribute to the positive reputation of the institution.
- 2.02 Anyone who formally communicates on behalf of any university organization, division or program is responsible for understanding and following the university's digital media guidelines as they relate to their personal and professional usage of digital media accounts.
- 2.03 OSUIT's digital media guidelines are available through the Office of Marketing & Communications and online at [osuit.edu/marketing](http://osuit.edu/marketing).