



**THE GEORGE  
WASHINGTON  
UNIVERSITY**  
WASHINGTON, DC

**Responsible University Official:**  
Sr. Associate Dean for Faculty and Health  
Affairs  
**Responsible Office:**  
Dept of Communications & Marketing  
**Most Recent Revision:** 4/19

## **PROCEDURE FOR SOCIAL MEDIA ACCOUNT REGISTRATION**

### **Procedure Statement**

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Consistent with the GW Policy on Social Media, this procedure is to be used for all departments, centers, institutes, offices or other entities using a social media account. All GW SMHS entities are required to register in advance with GW SMHS Department of Communications and Marketing. Once registered, several requirements must be met. These requirements include but are not limited to: training of SMHS affiliated personnel who will be responsible for the accounts; submission of a social media strategy with clear goals and objectives; management of an editorial calendar; and monthly (at minimum) coordination with SMHS Communication and Marketing Team.

All registered account holders are required to provide the GW SMHS Department of Communications and Marketing administrative access to the accounts including all user names and passwords. Inactivity of accounts will result in account closure.

### **Reason for Procedure**

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Assure updated content of SMHS wide web-based content.  
<https://my.gwu.edu/files/policies/WebContentFINAL.pdf>

### **Who is Governed by this Procedure?**

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Any GW SMHS entity requesting a social media account.

### **Contacts**

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### **Who Approved This Policy**

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Sr. Associate Dean for Faculty and Health Affairs