HOWARD UNIVERSITY | Chadwick A. Boseman College of Fine Arts

CABCoFA Social Media Governance and Account Management Policy

As of 11.2.26

1. Purpose

This policy establishes the framework for the creation, management, oversight, and retirement of social media accounts affiliated with the Chadwick A. Boseman College of Fine Arts (CABCoFA). It also establishes visual identity requirements for official College and departmental marketing and promotional materials across print and digital channels.

Its purpose is simple: **to strengthen the College's visibility while ensuring that its social media presence is coordinated, sustainable, and consistent with Howard University standards.**

CABCoFA social media should:

- Strengthen the visibility and reputation of the College and University.
- Reduce unnecessary audience fragmentation and duplication.
- Protect institutional access and continuity.
- Maintain clear and consistent institutional representation.
- Give departments and approved units appropriate editorial independence within shared standards.
- Direct significant institutional announcements through the appropriate official channels.
- Amplify programs, people, and activities through the strongest available College and departmental platforms.

2. Governing Principles

One College, One Brand

CABCoFA is one College within one University. Its social media channels should reflect that relationship.

Distinct units may speak to distinct audiences, but unnecessary proliferation of accounts weakens audiences, divides engagement, and creates avoidable administrative burdens.

Purpose Before Platform

An account should exist because it serves a clear and sustainable communications purpose—not simply because a unit wants its own platform.

Whenever an existing College or departmental channel can effectively reach the intended audience, that channel should ordinarily be used.

Institutional Ownership and Continuity

Official CABCoFA-affiliated accounts are institutional assets. They do not belong to individual faculty, staff, students, or account managers.

Institutional accounts must not rely on a single individual for access or operational continuity.

Coordinated Storytelling

Governance is not intended to restrict storytelling. It exists to strengthen it.

Departments and approved units may communicate actively and creatively within College and University standards. The College will use collaboration, cross-promotion, and amplification to extend the reach of strong content across its digital network.

3. Account Structure

CABCoFA-affiliated accounts fall into the following categories:

A. Official College Accounts

Accounts representing CABCoFA as a whole, including **HU Fine Arts**, are managed by the Office of Strategic Communications and Marketing and serve as the College's primary public-facing channels.

B. Academic and Administrative Unit Accounts

Official departments, offices, centers, and comparable units may maintain approved accounts when they have a distinct audience, sustained communications need, and sufficient administrative capacity.

Examples include the Departments of Art, Music and Theatre Arts, the Gallery of Art, and the Office of Choirs and Bands.

C. Academic Programs, Concentrations and Areas

Academic programs, concentrations and areas ordinarily will not maintain stand-alone social media accounts or channels. Their communications should instead flow through the appropriate departmental account, the College's primary channels, or other approved institutional platforms.

Where a platform permits content to be organized within a shared institutional account, programs may be provided dedicated playlists, series, collections, or similar content groupings.

Such arrangements allow programs to maintain distinct and accessible bodies of content without creating separate accounts or fragmenting institutional audiences.

Exceptions require a compelling communications need that cannot reasonably be met through existing channels and must be approved by the Department Chair, Office of Strategic Communications and Marketing, and Dean or Dean's designee.

D. Ensembles

Officially recognized ensembles may maintain accounts when they demonstrate sustained activity, a distinct audience, recruitment or performance value, adequate content, and appropriate faculty or staff oversight.

E. Student Clubs and Organizations

Accounts maintained by recognized student clubs and organizations are governed primarily by applicable University and Student Affairs policies and are not official CABCoFA communications channels unless otherwise designated.

Student management alone does not make an account a student club or organization account. An account representing an academic program, department, ensemble, or other institutional unit remains subject to the category governing that unit.

F. External and Alumni-Affiliated Accounts

Alumni groups, support organizations, and other independent entities may accurately describe their relationship with CABCoFA but may not present themselves as official College or University channels without authorization.

4. Creation and Approval of Accounts

No new account representing CABCoFA or one of its constituent units may be created or publicly launched without applicable College and University approval.

Requests must identify the account's:

- Purpose and intended audience.
- Platform and proposed name.
- Relationship to existing channels.
- Content strategy and anticipated activity.
- Primary and secondary administrators.
- Faculty, staff, or administrative advisor (when applicable).
- Institutional recovery method.

The Office of Strategic Communications and Marketing will evaluate requests based on strategic need, sustainability, audience differentiation, brand alignment, and whether an existing channel can accomplish the same objective.

The Director of Strategic Communications and Marketing will coordinate applicable University-level review or registration with Office of University Communications (OUC).

5. Ownership, Access and Account Registry

Every official or approved account must maintain:

- A primary administrator.
- A secondary administrator.
- Appropriate faculty, staff, or administrative oversight.
- An approved institutional recovery method.

Credentials may not reside solely with a student or one employee.

The Office of Strategic Communications and Marketing will maintain a central registry of approved CABCoFA-affiliated accounts, including account ownership, administrators, responsible units, approved access and recovery methods, University approval status, activity and review dates.

Account managers and unit leaders must promptly report changes in administration or access.

When an account manager leaves the College, changes roles, graduates, or otherwise relinquishes responsibility, access and recovery information must be transferred and the registry updated, preferably before that individual's final day of responsibility.

6. Branding and Institutional Representation

All official and approved accounts must comply with applicable Howard University identity, accessibility, communications and social media standards.

Accounts must accurately represent their relationship to Howard University, CABCoFA, and their parent unit.

Account managers may not:

- Create unauthorized institutional logos or visual identities.
- Alter or misuse official marks.
- Present a program or unit as administratively independent when it is not.
- Imply College- or University-level authority the account does not possess.

Use of the Howard University logo, CABCoFA College signature, and other official institutional marks must comply with applicable University brand standards and any required approval processes. Their use must accurately reflect the organizational level responsible for the communication and may not imply College- or University-level sponsorship, endorsement, or authority where none exists. Questions regarding the appropriate mark, level of institutional identification, or required approval should be directed to the Office of Strategic Communications and Marketing, which will coordinate with the Office of University Communications as appropriate.

Official marketing and promotional materials, whether distributed digitally or in print, must use the approved signature of the originating institutional unit. This requirement includes flyers, posters, email invitations, website graphics, social media content, and other public-facing promotional materials.

Activities led by the Department of Art, Department of Music, or Department of Theatre Arts, including their respective programs, concentrations, and areas, must use the appropriate departmental unit signature.







Activities led by the Office of the Dean or officially designated as College-wide initiatives must use the College signature, regardless of the medium or channel through which the materials are distributed.



For collaborative activities, the Office of Strategic Communications and Marketing will determine the appropriate signature in consultation with the participating units. All signatures must comply with Howard University's Identity Guide and applicable approval requirements.

The Office of Strategic Communications and Marketing may issue supplemental standards governing naming, branding, and account presentation.

7. Content, Coordination and Editorial Independence

Approved account managers do not need College-level approval for routine content consistent with this policy.

Routine content may include events, auditions, performances, exhibitions, program activities, recruitment, faculty and student accomplishments, community engagement, and appropriate behind-the-scenes storytelling.

Livestreams and long-form performance recordings intended for publication through official College or unit channels should be coordinated with the appropriate academic or administrative leadership and, when appropriate, the Office of Strategic Communications and Marketing. Public availability of recorded content may be periodically reviewed based on artistic, academic, archival, communications, rights, or institutional considerations.

Significant institutional announcements require greater coordination.

These include major appointments or leadership transitions; new academic programs; major partnerships, gifts, awards or initiatives; external partnerships, sponsorships or cross-promotional activities involving CABCoFA-affiliated units or organizations and the use of Howard University or CABCoFA names, branding or institutional identity; crisis or safety matters; and other announcements that reasonably represent CABCoFA or Howard University institutionally.

When the College is preparing such an announcement, the general sequence is:

College establishes the announcement → departments and affiliated channels amplify or adapt it → individuals and community members further share it.

The Office of Strategic Communications and Marketing may adjust this sequence when circumstances warrant and will coordinate with OUC when University-level involvement is appropriate.

Department Chairs and administrative unit leaders must know which institutional accounts operate within their units, who manages them, and when material changes in administration, purpose, or strategy occur. They are not expected to approve every routine post.

8. Internal Materials and Public Circulation

Materials created for internal audiences may become public once shared through social media.

Newsletters, publications, announcements and other materials bearing Howard University or CABCoFA names or branding should therefore be prepared with that possibility in mind.

Recurring communications issued in the name of a department, program, area or unit must be known to the appropriate Chair or unit leader. Public-facing recurring publications should also be coordinated with the Office of Strategic Communications and Marketing.

Internal materials that could otherwise appear public-facing should be clearly identified as internal.

9. Storytelling and Amplification

Programs and areas do not need stand-alone accounts to achieve visibility.

Faculty, staff, students, departments, programs, ensembles and affiliated units may submit stories through the **CABCoFA Storytelling Intake Form** for consideration across College communications channels.

The Office of Strategic Communications and Marketing will determine the appropriate channel, format, and timing based on audience, relevance, communications priorities, and available capacity.

Student Opportunities and External Projects

Student opportunities may be considered for amplification through College or departmental communications channels when they are meaningfully connected to academic work, faculty mentorship, professional development, or alumni engagement and are consistent with applicable University policy. When an opportunity, project, performance, or event is external to Howard University, communications should clearly identify its external nature and should not imply that Howard University or CABCoFA is sponsoring or producing the activity unless that relationship has been formally established.

When the institutional or academic relationship to an external opportunity requires clarification, the Office of Strategic Communications and Marketing may consult the appropriate Department Chair or unit leader before amplification.

CABCoFA channels should operate as a network. Accounts should tag, collaborate, cross-post, and amplify one another when doing so advances the College's communications objectives.

10. Review, Consolidation and Retirement

The Office of Strategic Communications and Marketing will review approved accounts annually in consultation with appropriate unit leadership.

Reviews may consider activity, audience growth, engagement, strategic value, content quality, staffing, continuity, brand alignment, audience differentiation, and compliance with University requirements.

Accounts inactive for six consecutive months should ordinarily be reviewed. Accounts inactive for twelve consecutive months should ordinarily be considered for consolidation or retirement unless a documented reason supports their continuation. Seasonal accounts may be evaluated according to their natural activity cycles.

An account may also be consolidated or retired when it:

- Duplicates another account.
- Divides an audience better served elsewhere.
- Lacks sustainable management.
- No longer serves its original purpose.
- Misrepresents the College's current structure.
- Creates security, compliance, or brand concerns.

Review may result in:

Continue → Strengthen → Reclassify → Consolidate → Retire

When an account is retired or consolidated, stakeholders should receive reasonable notice; followers should be redirected; appropriate content should be preserved; institutional access should be secured; and College and University records should be updated.

11. Implementation and Transition

Following adoption of this policy, existing CABCoFA-affiliated accounts will be reviewed and classified.

As a general rule:

- Official College accounts will continue as CABCoFA's primary channels.
- Approved departmental and comparable unit accounts may continue subject to this policy.
- Academic program-, concentration-, and area-specific accounts will ordinarily be consolidated or retired.
- Ensemble accounts will be evaluated individually.
- Student clubs and organization accounts will remain subject primarily to applicable Student Affairs and University requirements.
- External and alumni-affiliated accounts will be clearly distinguished from official College channels.

Until the initial review is complete, existing accounts may continue routine activity consistent with College and University standards. They may not, without authorization, create a new institutional identity, substantially change their purpose, rename or reposition the account, establish new institutional partnerships, or materially change account ownership or administration.

Transitions will be phased when necessary and should include reasonable notice, stakeholder coordination, and follower redirection.

12. Administration, Enforcement and Authority

The Office of Strategic Communications and Marketing administers this policy, maintains the CABCoFA account registry, provides guidance, conducts account reviews, and recommends the creation, continuation, strengthening, consolidation, or retirement of accounts.

The Office may issue procedures, standards, templates, and implementation guidance consistent with this policy and applicable University requirements.

Department Chairs and administrative unit leaders are responsible for implementing and enforcing this policy within their respective units.

The Director of Strategic Communications and Marketing serves as CABCoFA's primary liaison to the Office of University Communications for social media governance, account approval and registration, brand alignment, and related communications matters.

The Office of Strategic Communications and Marketing will ordinarily address concerns first through consultation and corrective guidance. Significant or unresolved concerns may be referred to the appropriate Chair, unit leader, Dean, or Dean's designee.

Final College-level authority regarding the creation, continuation, consolidation, or retirement of CABCoFA-affiliated accounts rests with the Dean or Dean's designee.

Howard University policy governs whenever a University requirement and this policy differ.