



University of Kentucky
College of Social Work

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Policy Brief

Date: February 22, 2026

To: College of Social Work (CoSW) Academic and Student Affairs Team

From: Matt Moore, Associate Dean of Academic and Student Affairs

RE: Policy Workflow for Social Media and Other External-Facing Marketing

Policy Overview

This policy sets out a practical and consistent process for reviewing and approving academic- and student affairs-related social media posts and other external communications created by the College of Social Work (CoSW). It is designed to ensure that information shared publicly is accurate, accessible, aligned with university branding, and thoughtfully reviewed before release. The policy clarifies the roles of originating units, program leadership, marketing and communications staff, and the Dean's Office, and introduces a tiered review approach that allows routine content to move efficiently while providing additional oversight for more strategic communications.

This policy ensures:

- Accuracy and integrity of academic and program information
- Compliance with applicable laws and regulations
- Alignment with CoSW brand and messaging standards
- Appropriate risk management and reputational stewardship
- Accessibility and inclusive communication practices

Policy Scope

This policy applies to all academic programs and student affairs units within CoSW that produce content for:

- Social media platforms (e.g., Instagram, LinkedIn, Facebook, X, YouTube)
- College or university websites

- Email and text message journeys
- Digital or print marketing materials
- Recruitment materials
- Event promotions
- External-facing reports or announcements

This policy applies to faculty, staff, and administrators acting in an official capacity within academic and student affairs spaces.

Policy Statement

All academic- and student affairs-related social media and external communications must undergo review and approval prior to publication.

No member of the academic and student affairs team may independently publish official external content without following the procedures outlined in this policy.

Approval Workflow

Step One: Content Development

The originating unit is responsible for developing and preparing the initial draft of any academic- or student affairs–related social media or external communication. At this stage, the unit should clearly identify the purpose of the communication (e.g., informational, celebratory, recruitment, event announcement), the intended audience (current students, prospective students, campus community, community partners, etc.), and the platform or format in which the content will appear. The draft should reflect content and tone consistent with the College’s mission and values and should align with broader strategic priorities. **It should also be visible to anyone reviewing that the associated materials are from the College of Social Work.**

Before submitting content for review, the originating unit must verify the factual accuracy of all information, including items such as program descriptions, dates, credentials, accreditation language, partnership references, etc. If students, alumni, faculty, or community partners are referenced or featured, the unit must confirm appropriate permissions and ensure no protected student information is disclosed. Once these steps are complete, the content may be submitted for marketing and communication support and review.

Step Two: Marketing and Communication Support and Review

After content development, the CoSW Marketing and Communication team undertakes a comprehensive marketing and brand review. This includes ensuring consistency with logos, naming conventions, visual identity, and other branding standards, while also evaluating strategic messaging to ensure alignment with CoSW and institutional goals. The review addresses legal and risk considerations, accessibility compliance under Title II standards, and adherence to institutional policies. In addition to content review, the Marketing and Communications team may provide design support, refining visual elements, formatting, and multimedia assets to enhance clarity, engagement, and accessibility across all platforms.

Steph Three: Final Approval from the Dean's Office

Content requires approval from the Associate Dean of Academic and Student Affairs or the Dean. In all cases, written approval such as an email must be documented and retained prior to publication to ensure accountability and compliance.

For questions about this policy, please contact Dr. Matt Moore, Associate Dean of Academic and Student Affairs.

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