## OWG 44 Social Media Approved Recommendations

- 1. Recommends that a social media marketing strategy be developed to publicize the consolidated and/or new official university accounts.
- 2. Recommends that a social media policy and social media policy committee be developed.
- ${\bf 3.} \ \ Recommends\ requiring\ social\ media\ strategic\ training\ for\ everyone\ who\ manages\ official\ university\ accounts.$