



Spring Arbor University Social Media Guidelines

At Spring Arbor University (SAU), we aim to use our social media channels to foster engagement with our audience, provide relevant information about SAU and enhance public perception of our institution.

In order to encourage appropriate conversations on our channels, our page administrators reserve the right to remove any content that does not meet the guidelines specified below.

Posts may be removed for any of the following reasons, at any time:

- Use of obscene, profane, discriminatory, threatening or harassing language
- Disclosure of information that is confidential by law
- Comments that advocate illegal activity
- Posts violating copyrights or trademarks
- Advertisement or promotion of commercial products, services, entities or individuals
- Impersonation of any individual

SAU's social media channels are not to be used for the following purposes:

- Promoting events, products or discounts that are unrelated to SAU
- Communicating directly with prospective students who wish to request more information about personal financial aid or registration
- Inquiring about course work, grades or academic standing

Administrators of SAU's social media accounts are careful to observe and monitor the content posted or linked to on our pages. The presence of any link on SAU's social media channels that does not include arbor.edu or saucougars.com, whether posted by administrators or other users, does not imply SAU's approval of the linked website in whole or in part.

Posts by SAU channels will appear as "Spring Arbor University." An official image, such as SAU's logo or an image of our Spring Arbor campus, will be used as our profile image. Comments made by users other than "Spring Arbor University" do not necessarily reflect the opinions or position of SAU. All users are responsible for links and other content posted from their personal accounts.

We welcome the help and input of our followers. Should you see any inappropriate content or behavior on our pages, please contact us via social media or using the information below. We will do our best to resolve the issue in order to meet the above guidelines.

Please direct any further questions to the Office of Marketing and Communications at marketing@arbor.edu.