

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

## Operating Policy and Procedure

- a. All institutional social media accounts must adhere to identity guidelines in relation to current, approved, and appropriate TTUHSC intellectual property, logos, trademarks and copyrights. For a full list of university identity guidelines, visit \_\_\_\_\_-1.
- b. All institutional social media accounts must be updated regularly. Regular engagement is necessary for a social media account to be effective in reaching an audience. If a page goes