

The Ohio State University Flight Team Social Media & Communications Policy

Approved by: John Ginley, Advisor

Effective Date: October 31, 2025

Applies to: All members managing or contributing to the Flight Team's social media and web presence

1. Purpose

The purpose of this policy is to ensure that all web and social media activity representing The Ohio State University Flight Team aligns with university policies, protects the university's brand, and communicates a professional image consistent with the values of The Ohio State University (OSU) and the College of Engineering.

2. Accounts Covered

This policy applies to all official team social media accounts, including but not limited to:

- Instagram: *@osuflightteam*
- Facebook: *The Ohio State University Flight Team*

This policy also covers website activity on the official team website:

- www.flyosu.org

No other accounts may be created or operated under the team's name without written approval from the Advisor.

3. Oversight and Roles

Advisor:

- The Advisor maintains ultimate oversight of all social media activities.
- Reviews and approves major announcements, partnerships, or promotional content.
- Ensures compliance with Ohio State branding, student organization, and public communication policies.

Student Social Media Manager(s):

- One or two student members are appointed by the Advisor each academic year to manage social media operations.
- Must have completed one competition as a Team Member
- Serve as the primary content creators and account administrators.

- Coordinate with the Advisor before posting sensitive or official communications.
- Maintain account security (password protection, two-factor authentication, etc.).
- Transfer account credentials securely at the end of their term.

4. Content Guidelines

Acceptable Content Includes:

- Team accomplishments, competition updates, and event coverage.
- Photos and videos from official team activities.
- Member highlights or educational aviation-related content.
- Approved recruitment or outreach posts.

Content Standards:

- All posts must be accurate, respectful, and appropriate for a public audience.
- No content that violates university policy, copyright law, or FAA regulations.
- No political endorsements, commercial promotions, or personal opinions.

5. Branding and Trademark Compliance

The Flight Team must comply with all Ohio State University branding, logo, and trademark use policies, including those set by Student Life and Trademark & Licensing Services.

Requirements:

- Use only approved Ohio State logos and wordmarks (never self-created or altered).
- The full official name — *The Ohio State University Flight Team* — must be used on first reference.
- The Block “O” logo and university wordmarks may not be modified, distorted, or combined with other graphics.
- Apparel, merchandise, and digital graphics must be reviewed by the Advisor and approved by Trademark & Licensing before publication or production.
- Follow the university’s Brand Center guidelines: <https://brand.osu.edu>

6. Posting Procedures

Routine Posts:

1. Draft post content and caption.
2. Verify spelling, grammar, and accuracy.
3. Review photos for appropriateness and compliance.
4. Submit to Advisor for review if content is official, sensitive, or external facing (e.g., media mentions, sponsorships, or university collaborations).
5. Publish at appropriate times.
6. Post all content to both channels simultaneously (typically through Instagram)

Emergencies or Issues:

- If inappropriate or incorrect content is posted, remove it immediately and notify the Advisor.
- Do not engage in online arguments, controversies, or negative comments—escalate to the Advisor.

7. Account Security

- Use strong, unique passwords and two-factor authentication on all platforms.
- Access should be limited to the Advisor and designated social media managers only.
- Passwords must be changed at least once per academic year or upon leadership transition.

8. Leadership Transition

At the end of each academic year or upon reassignment:

- Outgoing social media manager(s) must provide account credentials, documentation, and any pending content drafts to the Advisor.
- Advisor will verify credentials and assign new manager(s) as appropriate.

9. Compliance and Accountability

Failure to comply with these procedures, OSU student organization policies, or branding guidelines may result in:

- Loss of social media posting privileges
- Disciplinary action within the team
- Referral to university conduct offices, if applicable

10. Website Hosting Information

The domain www.flyosu.org is registered to and paid by Brad Dunbar (alumnus). Brad is listed as the administrative and technical contact for the domain.

The webpage is hosted and created through Wix. Login credentials are through Google sign-in using the Flight Team information.

11. References

- Ohio State Brand Center: <https://brand.osu.edu>
- Student Organization Guidelines: <https://activities.osu.edu>
- Trademark & Licensing Policies: <https://trademarks.osu.edu>