

GUIDELINES: **UF Health Social Media Account Appeals Process Guideline**

GUIDELINES STATEMENT: Social media account requests that have been rejected will be provided the opportunity for an appeal. The appeals process will utilize a multi-tiered approach based on the last level of approval or rejection.

PURPOSE: Following UF social media policy, the UF Health social media committee reviews incoming requests to UF Health Communications for a new social media account. The committee reviews the application, including a social media strategy outline and a sample editorial calendar. The committee can approve an account for further consideration by UF Health communications senior leadership, request refinements to the strategy, or deny the request and provide alternate methods for communicating via social media utilizing existing channels. Entities that wish to apply for such an exemption will follow the appeals process described below.

(Reference the attached flow chart for a visual representation).

PROCEDURES:

- I. Decisions made by the UF Health social media committee can be appealed to the next level of approval (Director UF Health Web Services and/or Director of Marketing)
- II. If the decision of the committee is upheld by the directors, the entity requested the account can appeal to the UF Health Chief Communications Officer (CCO).
- III. An appeal may take several weeks to complete. Throughout the process, the burden is on the appellant to prove the exemption requested has a legitimate business purpose and meets criteria established for a social media account.
- IV. **Steps:**
 - a. **Written application:** Applicant must fill out the social media appeals form found online at (<http://webservices.ahc.ufl.edu/help-support/policies/>) and submit it, based on criteria pertaining to the specific type of request, as outlined above.

- b. If an appeal is rejected by both a Director and the CCO, the exemption will not be granted. If the appeal is approved, the UF Health social media team will assist the entity as appropriate.

REFERENCES: Appeals Form

