Social Media Takeover Guidelines:

Thank you for your interest in taking over a SAIL social media account. To be considered for selection, please fill out and acknowledge the following guidelines and policies for a “takeover.”

Qualifications:

In order to qualify for a SAIL social media takeover:

- Students must be an approved and recognized student club or organization in good standing to take over any SAIL social media account. Accounts include:
  - Tik-tok
  - Instagram
- Student organizations and clubs may apply to host a “takeover” once per semester (applying does not guarantee a spot for a takeover due to limited spots). With only one organization take over per week unless otherwise approved by SAIL.
- Students must acknowledge and accept all the following guidelines.

Guidelines:

- Student groups will be able to post to Instagram between the hours of 9am-8pm. These hours may be extended if a group wants to highlight an event or activity they are hosting beyond those hours with an extension up to 10pm. For an extension the group must ask and receive written permission from the SAIL Student Social Media Coordinator of Clubs and Orgs Coordinator before the day of the takeover.
- All content distributed on behalf of the SAIL account is a direct representation of Mines, as well as of yourself. Your management of the account is an opportunity to enhance others’ understanding and perception of the university and build your club or org.
  - Students must follow the Student Code of Conduct.
  - Students should refrain from swearing, using media with excessive vulgar language, and posting any explicit content.
  - All posts from official and endorsed Mines accounts – including the SAIL account -- should reflect the mission and values of the university. Personal and political views do not belong on official Mines accounts, per university policy.
- In accordance with our accessibility mission, students must use the caption feature when posting videos.
- Students may not change any settings related to the accounts. Students may not follow or unfollow any other accounts.
- SAIL professional staff may ask for posts to be taken down or edited at any point during the takeover if they do not follow any of the above guidelines.

SAIL professional staff have the right to remove any posts without notice. If SAIL Staff needs to remove a post due to breaking guidelines, the student club or organization will not be able to do another “takeover” for one calendar year and must meet with the Student Clubs and Orgs Coordinator to discuss the impact of their post. Additionally, any student who breaks the Student Code of Conduct will be sanctioned accordingly.

I understand that by submitting this form I agree to all the guidelines for a student SAIL takeover.