CNCC Social Media Guidelines

Purpose of Guidelines

Colorado Northwestern Community College Marketing & Recruiting Department has developed social media guidelines to he p properly portray, protect, and promote the college and to assist CNCC departments, staff, and faculty to create, manage, and contribute to college-related social media accounts**.** A Communications Committee has been established to discuss social medi options and approve account applications.

These guidelines are based on the Colo ado Community College System President's Procedure SP 3-125f to help college employees use social media effectively, protect their personal and professional integrity, protect student information, and follow other organizational guidelines.

These guidelines require that:

- Official CNCC departments, programs, groups, etc. complete an application for any CNCC ocial media account.
- Each social media account has at least two CNCC staff or faculty as responsible administrators.
- Each officially approved account includes a disclaimer statement articulating that content and opinions contained on the site do not necessarily represent those of the college.
- Inappropriate, offensive, injurious and illegal content will be removed by the account ad inistrator or at the direction of the Communication Committee/Marketing & Recruiting staff. Inappropriate content includes the following:
    - Confidential information about the college, its staff, or its students
    - Obscene, hostile, threatening, injurious, or illegal messages or suggestions
    - Endorsements of any cause, opinion, product or company. This includes any advertising.
    - Violations of copyright, privacy, security, or othe**r** laws and CNCC policies
- College employees adhere to the same standards of conduct online as they would in the workplace and follow best practices for social media.
- Facebook Accounts Only: Official Facebook pages must have prominently displayed language directing the public to the CNCC official website.

Definitions

Poster/Contributor: A person submitting content to any social media site that is officially recognized by the college.

Social Media—various forms of discussion and information sharing including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums.

Examples include but are not limited to Google and Yahoo Groups (reference, social networking), Wikipedia (reference), My Space (social networking), Facebook (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and micro-blogging), LinkedIn (business networking), and news media comment sharing/blogging.

Social Networking—the practice of expanding the number of one's business and/or social contacts by making connections through individuals. While social networking may include joining clubs and organizations or staying connected through phone conversations and written correspondence, this collection of guidelines focuses on Social Networking as it relates to the Internet to promote such connections and is only now being fully recognized and exploited, through Web-based groups established for that purpose.

Marketing & Recruiting—the department/team consisting of Dean of Student Services, Director of Marketing and Recruiting, CNCC President, Vice President of Instruction, Public Information Officer, Webmaster, and Marketing Coordinators.

Uses of Social Media

The term "social media accounts" refers to accounts created on Twitter, Facebook, LinkedIn, YouTube, blog sites, etc., or any other service that promotes user-driven output and feedback.

These guidelines apply only to social media accounts created by CNCC staff and faculty for official CNCC business purposes of college groups, departments, and programs. Any social media account that is officially representing CNCC in a public capacity must be approved through the application process.

CNCC Social Media Accounts Structure

Communications Committee/Marketing & Recruiting

The Communications Committee will consist of members from various college departments and campuses. This committee will be responsible for approving social media account applications, will share ideas for accounts and upcoming events announcement, and will generally monitor existing accounts. The CNCC Communications Committee will work with Marketing & Recruiting to regularly review content posted on college-authorized social media sites and, with respect to any site maintained in the name of the college, may remove or cause the removal of any content for any lawful reason, including but not limited to content that it deems threatening or obscene, is a violation of intellectual property rights or privacy laws, is otherwise injurious or illegal, or does not comply with these CNCC Social Media Guidelines.

Lead Account Administrator

The Lead Account Administrator will be responsible for posting any new accounts or pages, will work with departments and account administrators to keep updates current, and will manage the general college accounts with consistent and current updates.

Account Administrators
Account administrators will be assigned for the various departments and types of accounts. Should a college employee administrator of an account leave the college for any reason or no longer wishes to be an account administrator, it is their department/division's responsibility to designate another college employee to be an account administrator and remove the former employee's administrative permission to the site.

Student Club and Organization Accounts

Student clubs and organizations may create social media accounts, although the advising faculty/staff member must submit an application and agree to monitor the account's activity for adherence to policies outlined in the Student Code of Conduct, the Student Handbook, and these guidelines. Violations of these policies may result in disciplinary action and may include appropriate legal action. Additionally, if there are continuing issues in the administration of an account, it could be closed as deemed appropriate by the Communications Committee/Marketing & Recruiting.

Social Media in the Classroom

While faculty are not prohibited from having students use social media to learn about it, faculty must use CCCS' official learning management system (e.g., Desire 2 Learn) instead of social media sites for facilitating coursework and teaching. If students are using social media as part of a classroom project or assignment, they are expected to abide by the Student Code of Conduct. Faculty must be careful to adhere to all Family Educational Rights and Privacy Act (FERPA) policies when using social media in the classroom.

Procedures and Responsibilities

1) An online application must be submitted to Communications Committee/Marketing & Recruiting. As part of the application, personnel must submit:

- Names of CNCC employees to be account administrators
- The profile image/avatar for each account to ensure the CNCC brand is upheld
- The intended purpose of the account

2) The Communications Committee and/or Marketing & Recruiting Department will review all applications and consult with the account requestors as necessary.

3) Once approved, the Lead Account Administrator will create the page/account under the CNCC generic account.

Responsibilities of Communications Committee/Marketing & Recruiting

- Create and coordinate social media training for the college
- Review and approve all social media applications

Responsibilities of Lead Account Administrator

- Create and manage college-wide social media accounts on Facebook, Twitter, Linkedin, YouTube, etc.

- Maintain and administer social media guidelines, best practices, and community management plan
- Maintain list of officially-recognized social media accounts and administrators
- Be a resource for departments and programs to help with social media
- Track and report social media metrics

Responsibilities of CNCC staff, faculty and students participating in social media on behalf of CNCC:

- CNCC employees and students are expected to adhere to the same standards of conduct online as they would in the workplace, including:
    - FERPA
    - CNCC & CCCS organizational guidelines
    - Student Handbook and Student Code of Conduct
- Laws and policies respecting contracting and conflict of interest, as well as policies for interacting with students, parents, alumni, donors, media and all other college constituents apply online and in social media just as they do in personal interactions. Employees are fully responsible for what they post on social media sites.
- Use good judgment about content and respect privacy laws. Do not include confidential information about the college, staff, or students.
- Post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Representation of your personal opinions as being endorsed by the college or any of its organizations is strictly prohibited. CNCC's name or logos may not be used to endorse any opinion, product, private business, cause, or political candidate.
- When posting content on any social media site, account administrators represent that they own or otherwise have all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. Posters also agree that they will not knowingly provide misleading or false information and will indemnify and hold the college harmless for any claims resulting from the content.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, always include citations. Provide a link to the original material if applicable.

Advertising on Social Media Sites

Employees outside of the college's marketing office are NOT authorized to enter into advertising agreements with social media sites.

Personal Social Media Accounts

If employees also maintain their own personal social media accounts, they should avoid creating confusion over whether or not the account is associated with CNCC. If they identify themselves as CNCC faculty or staff member online, it should be clear that the views expressed on their site are not those of the college and they are not acting in their

capacity as a CNCC employee. Personal social media accounts should not be used to post official CNCC statements. Faculty and staff should be especially mindful of the ethical considerations of their interactions with students via social media sites.

While not a requirement, CNCC employees may consider adding the following disclaimer to personal social media accounts: “While I am an employee at Colorado Northwestern Community College, comments made on this account are my own and not that of the college.”