


# PROCEDURE

<b>Subject</b>	<b>Social Media Guidelines for College Communications</b>	<b>Number:</b> 1.19.02
<b>Source</b>	<b>Director, Communications and Marketing</b>	<b>Reference (Rule #)</b> 6HX14-1.19
<b>President's Approval/Date:</b>	 5/30/17	

## **PURPOSE:**

Social media provides interactive ways to connect with the College community and interested parties. The purpose of this procedure is to ensure that the College's social media communications characterize the appropriate image of the College.

## **POLICY:**

These Social Media Guidelines, compiled from industry and applicable resources, apply to all employees and students of the College and individuals who use college computer resources. These guidelines apply to all forms of social media such as Facebook, Twitter, YouTube, Flickr, Instagram and other platforms, such as blogs, as well as those that may be developed after adoption of these guidelines.

## **Implementation and Administration of Social Media**

All social media accounts that represent the College must be registered with the Communications and Marketing Department. Unless specifically authorized by the College, the use of SCF email addresses on public social media sites is prohibited.

College-wide social media accounts are administered by the Communications and Marketing Department. Departments and divisions are welcome to contribute content to college-wide social media accounts and can contact Communications and Marketing to do so.

Department-specific social media accounts are initiated by Communications and Marketing in advance. A department interested in setting up a social media account should contact Communications and Marketing for guidance and assistance. Departments are responsible for the content and management of their social media accounts, with Communications and Marketing assistance as needed. (Social media platforms in existence at the time this procedure was enacted must be reported to Communications and Marketing to comply with these guidelines.)

At least one member of the Communications and Marketing staff is an administrator for department-specific social media accounts, along with at least one member of that department, to ensure that access to College accounts is available if someone leaves the College or urgent communication is required via that account. Note the Communications and Marketing department must be provided the link to the social media page/platform and the name and email addresses of each listed administrator for each page/platform associated with an SCF club, organization or entity.

All College social media accounts must adhere to each platform's terms of use, the College's Style Manual and Writing Guidelines, the College's Social Media Guidelines, the College's Logo Use Style Guide, SCF Procedure ... Acceptable Use ..., The Student Code of Conduct, and federal requirements such as the Family Educational Rights and Privacy Act (FERPA).

The College has the right to remove any content from College social media accounts for any reason deemed in the College's best interest, including but not limited to content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. Inactive accounts will be deleted.

Promotion (e.g. Facebook ads, Twitter ads) through the College's social media accounts must be conducted through the Communications and Marketing Department.

Information posted online on behalf of SCF may be subject to record/retention disposition provisions of state and federal laws and/or regulations and may be subject to Florida Public Records law requests.

An annual review of the College's social media accounts will be conducted to identify and delete inactive accounts. An account and/or its content may be subject to immediate deletion if it violates the platform's Terms of Service or the College's policies and procedures. Accounts may also be deleted if they are deemed no longer necessary, redundant, or otherwise in opposition to the College's overall social media strategy.

### **Use of Social Media within the Scope of Official Duties**

The SCF Department of Communications and Marketing must review and approve the content of any posting of public information on behalf of the College, such as comments, tweets, video files or streams to social media sites. However, SCF approval is not required for postings to public forums for technical support, if participation in such forums is within the scope of the user's official duties, has been previously approved by his or her supervisor, and does not include the posting of any sensitive information, including specifics of the College's information technology infrastructure. Blanket approvals may be granted, as appropriate.

Accounts used to manage the College's social media presence are privileged accounts and must be treated as such. These accounts are for official use only and must not be used for personal use. Passwords of privileged accounts must follow information security rules and procedures, be unique on each site, and must not be the same as passwords used to access SCF information technology resources.

## **Guidelines for Use of Personal Social Media**

Staff, faculty and students should be sensitive to the fact that information posted on social media sites clearly reflects on the individual's personal and/or professional life. Consequently, staff, faculty and students should use discretion when posting information on these sites and be conscious of the potential perceptions of and responses to the information. It is important to remember that once information is posted on a social media site, it can be captured and used in ways not originally intended. It is nearly impossible to retract, as it often lives on copies, archives, backups and memory cache.

Users should respect the privacy of SCF staff, faculty and students and must not post any identifying information of any SCF staff, faculty or student without permission (including but not limited to, names, addresses, photos, videos, email addresses and phone numbers).

If a personal email, posting or other electronic message could be construed to be an official communication, a disclaimer is strongly recommended. The disclaimer might be: "The views and opinions expressed are those of the author and do not necessarily reflect those of State College of Florida, Manatee-Sarasota."

SCF staff, faculty and students should not use their personal social media accounts for SCF official business, unless specifically authorized by SCF.

### **Disclaimers**

The College does not take any responsibility for page or social media content purported to represent the College on unofficial or unapproved social media sites.

All SCF department and student social networking sites must include or link to the following disclaimer:

*This Facebook (insert other social media site if not Facebook) account and page is a resource of an organization affiliated with State College of Florida, Manatee-Sarasota. Content on this page may not necessarily reflect the opinions of the College or its administration. In addition, any and all content posted by "followers" is the property and responsibility of the followers, not SCF, and the College accepts no liability or responsibility for any follower-posted content or target site linked to or from this page.*

### **Use of SCF Logos**

Departments maintaining social networking sites are permitted to use only the College logos that have previously been approved by the Communications and Marketing Department. Contact the department's Digital Coordinator for help with official College logos, or to gain approval of any "personalization" planned for the department/student site logo.