



## SOCIAL MEDIA GUIDELINES

### Social Networking Philosophy and Goals

Hundreds to thousands of current, future, and former students as well as faculty and staff are involved in the communication process known as social media. They are sharing, connecting, re-connecting, creating, and dreaming while utilizing mediums such as Facebook, Twitter, LinkedIn, and YouTube. In order to communicate via social media sites in a consistent, professional manner, the college has developed these social media guidelines to accompany an administrative policy and procedure (VIII-007) pertaining to account creation, content, account maintenance, and other operational issues.

The college's presence on social networking sites should supplement official channels of communication rather than replace them. At present, MyJeffco is the official primary method of student and employee communication utilized by Jefferson College to relay important internal information. Social networking accounts should be utilized to drive traffic to other communication mechanisms including the college's web site, MyJeffco, and other social networking accounts – and vice versa.

The College's presence on social networking sites is intended to serve as:

- (1) A tool for marketing to prospective students.
- (2) A venue to communicate with current students, alumni, and friends of the college.
- (3) A means to improve retention as students identify with the college and interact with other students.

The Jefferson College Social Media Policy applies solely to social media accounts created to represent institutional groups, departments, programs, entities, etc. and does not apply to student or employee private individual accounts.

Examples of official Jefferson College social media accounts include, but are not limited to, the following:

1. Individual departments and divisions Nursing, Music, Athletics, Jefferson College Foundation, Library, etc.
2. Any other entity associated with the college deemed by the administration as warranting representation within social media networking.

Private accounts not managed by the college will not be recognized as an official social media account. Such unofficial accounts may include, but are not limited to, the following:

1. Individual employee social media accounts created with the intent to be used for non-college communication purposes.
2. Any social media accounts that have not been officially approved by the Director of Public Relations and Marketing or Webmaster – Digital Marketing Coordinator.

## **Personal Use and Social Networking**

The Internet, especially social media, provides a number of opportunities in which a Jefferson College employee may wish to participate. Personal and professional interaction on social media sites must be kept separate. Personal use of social media sites by employees should only take place on personal time and should not take place while performing professional duties and responsibilities during normal business hours.

When someone is identified with social media at Jefferson College as a professional, they are expected to behave appropriately and conduct themselves in a manner consistent with Social Media Administrative Policy and Procedures. (VIII-007)

The Internet is a fast moving technology and it is impossible to cover all circumstances. However, there are guidelines that should always be followed. These guidelines are outlined within this documentation.

When identified as a Jefferson College employee, individuals:

1. Should not engage in social media activities that might bring Jefferson College into disrepute.
2. Should act in a transparent manner when utilizing Jefferson College Social Media.
3. Should not use social media in any way to attack or abuse the institution or colleagues.
4. Should not post derogatory or offensive comments on the social media accounts.

Any online activities associated with Jefferson College should be discussed and approved in advance by an employee's immediate supervisor.

## **Account Creation and Authorization**

To create an official Jefferson College social media account, those interested must complete a Social Media Account Application and submit it to the Director of Public Relations and Marketing for review/approval. After review, the requesting individual will receive notice regarding the status of account creation.

## **Account Guidelines**

Jefferson College has established guidelines for officially recognized social media accounts:

- All official social media accounts will have at least two Jefferson College employees as account administrators at all times.
- Jefferson College employees identified as account administrators are responsible for managing and monitoring content of their accounts.
- Account administrators are responsible for removing content that may violate the college's user guidelines and content policies.
- The Webmaster – Digital Marketing Coordinator and/or Director of Public Relations and Marketing will provide guidance and assistance to individuals and groups designing and implementing social media accounts.

## **Content Guidelines**

When participating in college endorsed social networking activities, please adhere to the following guidelines:

### **RESPECT OTHERS**

Sexist, racist, offensive, obscene, sexually explicit, illegal, derogatory and other discriminatory posts, comments, images or videos will be removed immediately. Users are free to discuss topics and disagree with one another, but maintaining a respectful environment is expected.

### **RESPECT YOURSELF**

For your own safety and security, please refrain from sharing personal contact information (home phone numbers, mailing addresses, personal email addresses, etc.).

### **RESPECT JEFFERSON COLLEGE**

Offensive, derogatory and other discriminatory posts, comments, images or videos that attack individual faculty, staff or students will be removed immediately. Users are free to post topics that are honest in nature about their experiences at Jefferson College, but content should not be personal.

### **RESPECT INTELLECTUAL PROPERTY**

It is very important at Jefferson College to respect intellectual property and follow copyright policies. When posting text, images, or video, ensure that proper permissions are obtained and that proper credit is given when required.

### **Content Submissions:**

- Use good judgment about content and respect privacy laws. Do not include confidential information about the College, its faculty, staff, or students.
- Individuals may freely post any content that is non-threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise damaging or illegal.
- Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. Individuals may not use the Jefferson College name to promote any opinion, product, cause, or political candidate.
- By posting content to any social media site, individuals agree that they own or otherwise control all of the rights to that content, that their use of the content is protected fair use, that they will not knowingly provide misleading or false information, and that they assure and hold the College non-labile for any claims resulting from the content.
- Jefferson College reserves the right to remove any content for any reason, including, but not limited to, content that is deemed threatening, obscene, a violation of intellectual property rights or privacy laws, or is otherwise damaging or illegal.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations.
- Individuals should cease from using information and conducting activities that may violate local, state, or federal laws and regulations.
- Outdated material or unused accounts or pages will be eliminated.

This document is designed to provide direction and clarity with respect to social media involving the college, to allow for a positive experience for all those who participate. It is subject to change and will evolve as needed.