

Community College of Baltimore County Employee Guidelines for Social Media

CCBC believes that having a presence in social media platforms will allow the college to broadcast information and interact with the public using the latest, popular communication technologies. In an effort to use these mediums effectively and consistently, CCBC has developed these guidelines to ensure that any interactions on behalf of the college represent the college's best interests.

Because social media tools and their uses and challenges are evolving rapidly, these standards will be monitored and adjusted to accommodate changes in the various social media platforms as necessary.

The social media guidelines address use of social media sites by CCBC and its departments. It is important to understand that interactions through social media can be of great benefit but also can cause concern for the college. Due to the risks involved, including loss of control over brand and content, misuse of electronic communications, and internet security threats, it is imperative that official use of social media sites by college employees adhere to appropriate guidelines.

Social media guidelines are intended to help members of the college community make appropriate decisions regarding:

- Work-related social media interactions
- Content of work-related Web sites
- Postings of video or pictures
- Comments made as representatives of the college

The guidelines also support the policies established by the college's Acceptable Use of Information Technology and Professional Code of Conduct.

Registration of "College-recognized" pages

College Communications recommends that most organizations/programs interact with CCBC's main page rather than creating their own social media accounts. This allows the college to build a stronger campus community, market across different audiences and use time and resources most efficiently.

If organizations/programs feel a more distinct social media presence is necessary, they must contact College Communications for a consultation. Once it is determined a page is needed, a college-authorized representative within that organization/program must share the names and contact information for individuals who will operate, monitor and edit the site (page administrators) as well as identify the goal(s) and target audience for the site. College Communications will provide a college-approved icon for site use and help with setup of the page if necessary.

Only college-recognized sites will be permitted to use any college logos, slogans or advertising collateral. Such use must be approved and supplied by CCBC's College Communications office.

CCBC's Web producer must be named as a Facebook page administrator on all college-recognized sites. This is not for maintenance and oversight, but to allow College Communications to respond quickly in an emergency or if postings are damaging to the college brand and reputation. Page administrators must maintain the security of password and identification information and will be fully responsible for all use of the account and ensuring the information posted is relevant, accurate and current. Any changes in administrators must be reported to the Web producer.

Posting

When posting text, photos, videos and other content on behalf of CCBC:

- Be authentic, transparent and honest
- Protect confidential information
- Respect copyright laws
- Respect your audience
- Be a valuable resource

Any social media account representing CCBC must comply with terms and conditions set by the third-party vendor as well as the college's Acceptable Use of Information Technology and Professional Code of Conduct. Be sure you are familiar with the terms of these policies:

Acceptable Use of Information Technology

<https://ccbcsharepoint.cbcemd.edu/policies/HR%20Policies%20and%20Procedures/Employee%20Handbook.pdf>

Standards of Conduct and Ethical Behavior (as outlined in the Employee Handbook)

<https://ccbcsharepoint.cbcemd.edu/policies/HR%20Policies%20and%20Procedures/Employee%20Handbook.pdf>

Facebook Statement of Rights and Responsibilities

<http://www.facebook.com/#!/legal/terms>

Twitter Terms of Service

<http://www.twitter.com/tos>

YouTube Terms of Service

<http://www.youtube.com/t/terms>

Guidelines

Guidelines provide best practices for positive interactions on social media sites when representing the college. They are also intended to protect the privacy, confidentiality and interests of the college and current and potential employees and students.

1. Social media tools should not be used to post detailed policy, procedural, or internal information.

2. Photos and videos of individuals may appear on college-recognized sites if the photos or videos were taken at a public facility or event and depict a college program or service.
3. Be responsible for content and always exercise good judgment and common sense. Respect the intellectual property of others and the confidentiality of the college and its employees. Write knowledgeably, accurately and using appropriate grammar and professionalism.
4. Content should not be posted unless it advances the college's mission, vision and goals. Do not post personal opinions or content that could be construed as placing an individual, organization or group in a bad or false light.
5. In accordance with federal law, social media should not be used to collect personal information.
6. "Friending" of a student or employee for whom one has an evaluation responsibility is not recommended.
7. To enable rapid responses to any problems that might arise and ensure an informative and engaging environment for the audience, pages and blogs must be monitored and updated on an ongoing basis by the offices that create them.
8. Remember the Family Educational Rights and Privacy Act (FERPA) protects the privacy of student education records. Generally the college must have written permission from the student in order to release any information from a student's record.
9. The official college social media accounts are not to be used for:
 - a. Commercial purposes not under the auspices of the college;
 - b. Political purposes;
 - c. Groups not affiliated with the college;
 - d. Personal use;
 - e. Personal financial gain

Disclaimers

CCBC's College Communications' office is charged with regularly monitoring the college's social media sites to respond to user concerns and address issues of inappropriate conduct with warnings to be issued as needed. The following disclaimers should be posted on all college-recognized sites:

- CCBC officials have the right to remove any content deemed to be offensive, inappropriate or a harassing or threatening nature, or comments that could be construed as defamation of character. CCBC also has the right to block posts from followers who violate these guidelines.
- Concerns of abusive or inappropriate content should be reported according to the procedures posted on the social networking site and shared with CCBC's director of Media Relations within the College Communications' office.

Personal Use

The social media guidelines apply only to work-related interactions and issues and instances where institutional resources are being utilized. Employees who chose to create personal social media accounts should ensure that the creation of those accounts does not reflect representation of the

college in any way. They are not meant to infringe upon personal or academic interactions or commentary.

Communications shared on social media sites are instantaneous, far-reaching and forever. Be mindful of the consequences when posting content on behalf of CCBC. All social media interactions are subject to normal confidentiality and non-disclosure policies regarding private institutional material and content concerning the college and any of its affiliates or employees.

Violations of the social media guidelines will result in your page being removed and/or your account being closed.

Information

For more information regarding the use of social media or to create a social media account for your department, office, or organization, contact CCBC's director of Media Relations.