

# NEW RIVER COMMUNITY AND TECHNICAL COLLEGE

## PROCEDURE NO. 22

**EFFECTIVE DATE:** March 18, 2014  
**TITLE:** Social Media

### PROCEDURE

#### 1. PURPOSE

To create and maintain a significant College online presence that encompasses and endorses New River Community and Technical College and our faculty, staff and students. We expect all employees and student groups to interact responsibly and knowledgeably in College social media by sharing and learning from others in order to build a valuable online community. These guidelines will assist in making respectful and appropriate decisions about College-related interactions.

#### 2. SCOPE AND APPLICABILITY

This procedure applies to all employees and student groups who create or contribute to College blogs, social networking sites (e.g. Facebook, Twitter, etc.) or any other forms of social media in their official capacity.

You are not authorized to post on behalf of the College without express permission from the Office of Communications. If you have permission, please follow these guidelines:

- A. **Identification** - Identify yourself. Include your name, and when appropriate, state your role or title within the College.
- B. **Proof** – Support any statements made online with factual evidence.

#### 3. DEFINITIONS

- A. **Social Media** - Any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.
- B. **Social Media Administrators** – Chief Communications Officer and the Vice President of Technology Services or their designee.

#### 4. PROCEDURES

- A. **Establishing Social Media Accounts**
  - i. Must obtain approval from the Office of Communications before opening an account for a College entity. An application for approval is attached to this procedure and is available on the Office of Communications web page.

- ii. The Office of Communications will assist in establishing College social media accounts.
- iii. A member of the Office of Communications should be an approved administrator on any official College social media accounts. When this is not possible, account username and password will be provided.
- iv. College social media accounts, login IDs and user names may not use New River's name without prior approval from the Chief Communications Officer or designee. All College accounts, login IDs and user names are property of the College.
- v. Profiles on social media sites must be consistent with profiles on the New River website or other New River publications. Profile information may be obtained from the Office of Communications.
- vi. The College's logo/seal may not be used without permission in writing from the Office of Communications.

## **B. College Social Media Guidelines**

- i. Respect your audience
  - a. The public in general, and New River's employees and students, reflect a diverse set of customs, values and points of view. Do not make offensive or obscene comments.
  - b. Do not say anything contradictory or in conflict with the New River website.
  - c. Do not argue.
  - d. Do not try to settle disputes or provoke others into inflammatory debates.
- ii. Be honest
  - a. Use your real name or College identity, be clear who you are, and identify that you represent New River.
  - b. Do not say anything that is dishonest, untrue, or misleading.
- iii. Respect copyright laws
  - a. Follow the policies, procedures and laws governing copyright and fair use or fair dealing of copyrighted material owned by others.
  - b. Do not quote more than short excerpts of someone else's work, and always attribute such work to the original author/source.
  - c. It is good general practice to link to others' work rather than reproduce it.
  - d. It is fine to *quote* or *retweet* others, but do not attempt to pass off someone else's words, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Always give proper credit to your sources when posting a link or information gathered from another source.

- iv. Plan departmental messages to align with audience and goals
  - a. Purpose statement from the Social Media Account Request application should align with the purpose and goal of the account.
  - b. Keep departmental/organizational information up-to-date.
- v. Protect Privacy and Confidentiality
  - a. Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the New River website.
  - b. Do not post or allude to confidential information.
- vi. Take corrective action
  - a. If an error is made, take immediate action.
  - b. If you choose to modify an earlier post, make it clear that you have done so.
  - c. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action. Inform the Office of Communications of the accusation immediately.
- vii. Think of consequences
  - a. Do not post derogatory, harassing or inappropriate comments.
  - b. Use your best judgment. If in doubt, do not post.
  - c. Avoid embarrassing comments about others.
- viii. Other
  - a. Posts on social media sites should protect New River's institutional voice by remaining professional in tone and in good taste.
  - b. No individual New River department/organization should construe its social media site as representing the College as a whole.
  - c. Be professional when naming pages for accounts, selecting a profile picture or icon, and selecting content to post – names, profile images, and posts should all be clearly linked to the particular department/organization rather than to the College as a whole.
  - d. Do not allow posting or blogging to interfere with your job or commitments.
  - e. Employees/students should not be blogging, posting, or using personal social media accounts during work hours/class time.

### **C. Media**

- i. Media inquiries through social media channels for information about the College should be referred to the Office of Communications.

**RELATED POLICIES AND/OR PROCEDURES: Operating Rule 16, Computer Use;  
Procedure No. 21 Computer Usage**

**RESPONSIBLE OFFICE: Office of Communications**

**Office of Communications  
Social Media Account Request**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Department: \_\_\_\_\_

Social Media Site: \_\_\_\_\_

Department, division, group etc. you would like the account for: \_\_\_\_\_  
\_\_\_\_\_

Who will administer this account? \_\_\_\_\_

(An employee of the College will be responsible for both the integrity of this page as well as creating content and responding to inquiries)

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Briefly describe the purpose of this account:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Provide examples of a sample post:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Approved

\_\_\_\_\_  
Denied

\_\_\_\_\_  
Logo Provided for Account

Office of Communication

Date