



Procedure: Social Media

Procedure Type:	College & Governance	Procedure Number:	TBD
Procedure Owner:	Student Services	Effective/Revised:	1/16/2018
Review Schedule:	Annually	Reviewed:	

New Procedure:

 Revised:

 Rewritten:

 Condensed:

Background/Reason (related to checked box above)

Procedure
<p>I. Purpose and Scope</p> <p>Central Arizona College (the College, CAC) supports the need for a strong presence on social media. Departments, programs, groups, and other CAC entities are encouraged to create social media accounts that reflect the College's mission and vision and that enrich relationships with stakeholders and the communities the College serves. Although these sites are outside the direct control of the institution, the College maintains an interest in how it is portrayed by them. Social media should be used to enhance communications, providing timely, accurate, and relevant information to the institution's target audiences. This procedure governs the use of social media on behalf of the College by employees or representatives of the College. This procedure also briefly outlines social media use by College students as it relates to their interactions with College social media sites, regardless of the use of College or personal resources such as computer, tablet, etc. College Policy and Procedures, the Declaration of Civility and Student Code of Conduct apply to the use of social media and must be adhered to.</p> <p>This guideline does not apply to an individual's private use of social media on private resources. Instead, these procedures provide consistent guidelines for all official CAC social media sites and establishes standards for employees, students and Governing Board members who create, administer, or post to social media pages on behalf of the College and the use of public resources. They should be seen as supplementing, and not in lieu of, existing Governing Board policies and regulations, technology resource standards, marketing and communication guidelines, and other applicable laws and administrative standards.</p> <p>II. Definition</p> <p>Social media is media designed to be disseminated through social interaction using the web and mobile technologies that allow for user-generated exchanges of information. Social media are powerful communication tools that enable collaboration and communication as an interactive dialogue, enhancing the value of conversations across a global audience. Some specific and broad examples of social media include but are not limited to: Facebook, Twitter, LinkedIn, Instagram, Snap Chat, Pinterest, collaborative projects such as wikis, blogs, and micro-blogs, and virtual game worlds.</p>

III. Social Media Accounts

Social media presences should be limited to one account per area (e.g. a program should not have two Facebook pages). The College maintains an active Facebook, Twitter, Instagram and LinkedIn pages where content from academic departments, student life, and special services can be shared.

Before establishing a social media site please consider:

- Who is the audience to be reached?
- Is this the appropriate communication vehicle for this audience?
- Is there enough consistent content to post on a regular basis, a minimum of one time each week?
- Which employee(s) will serve as the site administrators?
- What is the strategy for developing a fan base?

Social media pages established for conducting CAC business must adhere to established CAC marketing and college standards.

Creation and use of social media pages on behalf of the College and its campuses, locations, and departments is for business use, such as for educational, research, service, operational, marketing and management purposes. Likewise, data, voice, images, videos and links posted or transmitted via the College's technology resources are limited to the same purposes.

IV. Account Administration

CAC Employees and Governing Board Members: Authorization to create and administer social media pages on behalf of the College must be coordinated through the College's department of public relations and marketing. This office is the official keeper of the College's brand, and must ensure that all of the College's social media pages are branded correctly, visually, and with the right voice. It is appropriate to post to College-authorized social media pages if posts are directly related to College business.

All social media accounts officially recognized by the College must have at least two CAC employees as an administrator at all times. The public relations and marketing department must be provided the names and contact information for assigned administrators. Notification should be provided each time a change is made. This will ensure necessary communications such as emergency alerts and changes to social media procedures can be communicated to account managers. Should a CAC employee administrator of an account leave the College for any reason, or no longer wishes to be an account administrator, it is the department's responsibility to designate another CAC employee to be an account administrator and remove the former employee's administrative permission to the site. Public Relations and marketing staff may serve as an administrator on a page as requested or needed if there are not two employees available to serve in this capacity. CAC employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible to remove content that may violate College conduct policies or the social media terms and conditions.

A College email address ending in .edu must be used for communications to and from social media sites. A Facebook page should be set up as an organizational page; fan pages not friend pages.

Social media sites have varying levels of privacy settings and terms of agreement. Agents posting on behalf of the College and its member institutions must be aware of the social media site's privacy policy, terms of use and community guidelines. Be aware that no social media privacy option completely protects information being shared beyond desired boundaries.

Social Media should be administered according to the following guidelines:

- Post to the site a minimum of once a week
- Follow or friend all other College social media sites (the College's office of public relations will maintain a record of all College social media sites)

- Establishing a fan base is a priority (The Public Relations and Marketing department will provide assistance in promotion of new social media pages through their social media outlets.)
- The page's photo must be either an approved College logo or a photo with the College's logo somewhere in the image (The office of public relations can provide assistance with this.)
- Monitor public comments and the site regularly (a minimum of three times a week)
- Comments should only be removed, and promptly recorded, if foul language is used or if comment is slanderous of an individual
- Respond promptly to questions or direct people to the right resource

Posting tips:

- Be unique and relevant with regard to the department, program or college
- Be authentic and human
- Provide useful and timely information
- Post and tweet often
- Listen and be responsive
- Monitor and cross promote other CAC sites by liking, tagging, or sharing information

Under Arizona's public records law, the College is required to transact business so that its records are accessible and retrievable. If a public records request is made, the College has the responsibility to disclose the information, except in a few specific instances. All information stored or transmitted via social media must follow records management, retention and maintenance practices. Records are retained for the period of time required by law, and disposed of according to mandates established by Arizona State Library, the state agency tasked with setting standards for record retention, in accordance with archives and public records law.

V. Employee and Governing Board Guidance for Participation in Social Media

Employees should remember that students and the community might judge them and the College by their personal social media posts. Employees should be honest and transparent about their identity and role at the College.

- Maintain accuracy by verifying facts before posting information via social media
- Exercise restraint and show respect for the opinions of others
- Do not use College-related social media to promote services, products or organizations that are unrelated to the College or its business
- College employees and Governing Board members should use good judgment in connecting with others via social media sites

Laws and policies respecting workplace conduct, contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other College constituents apply online and in the social media context just as they do in personal interaction and the workplace.

Employees will keep their personal social media pages separate from College social media. In personal posts, employees may identify themselves as a College faculty or a staff member. College telephone numbers, email addresses, and images are not to be posted by employees on personal social media pages. Employees need to be clear that they are sharing their views as a member of the higher education community, not as a formal representative of the College, one of its locations, or its departments. Employees may share posts from official CAC social media accounts.

VI. Student and Alumni Groups Participation in Social Media

Student and alumni groups with social media accounts must adhere to these procedures and standards, including the appropriate use of the college name and logos.

Student and alumni social media accounts must also have a minimum of two administrators. If the group creates an account, a CAC employee must serve as one administrator and notify the Public Relations and Marketing department about the group or account.

Any content made public via College social media sites is expected to follow acceptable social behaviors and comply with Arizona revised statutes, federal laws, student handbooks, the student code of conduct regulation and other College policies and administrative regulations.

Regarding Facebook, unless there is a reason for an organization to have a public facing Page, they are encouraged to create a group. Pages represent brands and companies, profiles represent individual people, and groups are best for internal communications and organizing activities for small groups.

VII. Content

Content for social media accounts should focus primarily on displaying the achievements of the College, its students and faculty, News and recognition or unique experiences and offerings should be highlighted. Content for social media should be positive and informational, focusing on the benefits of a CAC education or experience may include topics such as:

- High quality education
- Affordability
- Accessibility – Flexibility of campuses throughout Pinal County
- Certificate and degrees offered
- Campus life and special events

Suggested types of content to post include:

- Photos
- Video
- Fun facts, statistics, and history
- Links to news releases
- Event details and recaps
- Questions and polls
- Stories/quotes about the campus experience from students, alumni, faculty, staff and donors

By posting content, users agree to comply with the terms and conditions of social media accounts and CAC's Social Media Policy and Procedures. The user represents, warrants and agrees that no content submitted, posted, transmitted or shared by the user will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy or containing defamatory, discriminatory or other unlawful material.

Use good judgement about content and respect privacy laws, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Do not include confidential information about the College, its staff, or its students in materials posted on social media sites.

Social Media posters must also be aware of NJCAA rules governing interactions between the institution and its employees, and prospective student-athletes.

Photo release guidelines apply. Any identifiable individuals in posted photos must have signed the approved College Talent Release form. Release forms are the responsibility of the posting department. These forms are available on the college portal or from a Public Relations and Marketing Department staff member. Signed forms must be kept on file.

Content on social media sites are subject to copyright laws. Any reproductions, adaptations or communications without written permission of the copyright owner may not be posted.

Posts should not contain content that is threatening, illegal, injurious, obscene, violates copyright or intellectual property rights or privacy laws.

Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. CAC's name or logos may not be used to endorse any opinion, product, private business, cause or political candidate.

The malicious use of College social media, including derogatory language about any member of the College community; threats to any third party; incriminating photos or statements depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior, will be subject to disciplinary action.

Employees should be advised against perpetuating negative media from official College social media pages or damaging the College's brand in any way. This type of negative social media engagement from official College pages can result in a loss of privileges to use social media in any official capacity.

CAC or its entities reserves the right to alter, delete or remove (without notice) the content and remove or ban fans at its absolute discretion for any reason whatsoever. When a fan posts a copyrighted or objectionable comment it should be removed. Every effort should be made to notify the fan with an explanation as to why the post was removed. Each incident should be logged for reference. If violations continue to occur, consideration should be made to block the fan from the page.

Posting information on CAC's official college sites is available and preferred. Campus related content, images, photos and video are welcomed and should be submitted to the Public Relations and Marketing Department.

VIII. Disclaimer

Every College-related social media site must make an effort to display or link to the following disclaimer (or some version of it) in a conspicuous manner:

All information published online by CAC is subject to change without notice. CAC is not responsible for errors or damages of any kind resulting from access to its Internet resources or use of the information contained therein. Every effort has been made to ensure the accuracy of information presented as factual; however errors may exist. Users are directed to countercheck facts when considering their use in other applications. CAC is not responsible for the content or functionality of any technology resource not owned by the institution.

The statements, comments, or opinions expressed by users through use of CAC technology resources are those of their respective authors, who are solely responsible for them, and do not necessarily represent the views of Central Arizona College.

IX. Enforcement

Complaints or allegations of a violation of these procedures will be processed through the College's grievance procedures or Student Code of Conduct.

Upon determination of a violation of these standards, The College may unilaterally delete any violating content, and terminate the user's access. It is the user's responsibility to demonstrate and/or establish the relevance of content in the event that a content complaint is made official. Users retain the right to appeal actions through the College's grievance process.

