

Cleveland Community College Social Media Guidelines

Purpose

The purpose of Cleveland Community College social networking sites such as Facebook, Twitter, LinkedIn, and YouTube is to support the College's mission, program, services, and events by offering news and information to the students, faculty, staff, and friends of Cleveland Community College. Social media sites are valuable as they provide a new method for disseminating information.

Guidelines are provided in order to protect the College's reputation and image. The establishment of guidelines ensures information follows the same high standards as printed and web publications.

Types of Social Media Sites

Official College Social Media Sites

The official College social media sites are used to disseminate information about the College that is valuable and useful to current or future students, faculty, staff, and the community. Content is guided by the Office of Public Information and Marketing.

Division/Department /Program/College-Approved Club Sites and/or Fan Pages

Any division, department, or College-approved club of CCC wishing to create a social media account for the benefit of CCC must make a request to the Office of Public Information and Marketing. Consideration should be given to whether information can be effectively communicated via social media, the intended (target) audience, and what is being communicated. The Office of Public Information and Marketing will make decisions regarding social media sites, including authorization of sites; evaluating requests for usage; and, maintaining a list of social media accounts, domains, active account logins, and passwords. Club sites will be administered by the faculty or staff advisor, not student members or officers.

Separate Personal and Professional Accounts

Employees of the College should be mindful of blurring their personal and professional lives when administering social media sites. Employees' personal social networking accounts are outside the purview of these guidelines, constitute personal communication, and must remain personal in nature.

This helps ensure a distinction between sharing personal and College views. In addition, employees should never use their College-provided email account or password in conjunction with a personal social networking site.

Social Media Publishing Guidelines

All College-related communication through social media outlets should remain professional in nature and should always be conducted in accordance with the College's Computer Network Use Policy (1.26.1). If you participate in or maintain a social media site for CCC, clearly state

your roles and goal of your page. Strive for accuracy each time you update or post on the site. Correct errors quickly.

Content of Posts and Comments

Employees who are granted administrator permission to communicate on a College social media site should be mindful that any statements made are on behalf of CCC; employees should use discretion before posting or commenting. Once these comments are posted, they can be seen by anyone and it may not be possible to delete them. Posts should be consistent with the Computer Network Use Policy (1.26.1). Employees and students should always consider whether it is appropriate to post an opinion, commit oneself, commit the College to a course of action, or discuss areas outside of one's expertise. If there is any question or hesitation regarding the content of a potential comment or post, it is better not to post.

Moderate Comments and Discussions

By their nature, social networking sites are participatory and involve sharing among multiple users. However, it is important to monitor discussions and off-topic or abusive comments. The Office of Public Information and Marketing has the right to remove any off-topic discussion or abusive comments from any CCC social media sites.

Posts and Comments Are Public Records

The Office of Marketing and Public Information covers College-related events and reserves the right to post pictures of students, faculty, and staff on the College's social media sites. Any student, faculty or staff member wishing to be removed from a site should contact the Office of Public Information and Marketing to make that request. The College will then make every effort to remove the information immediately. Like email, communication via social media is a public record (see 1.26.1 Computer Network Use Policy).

Respect CCC Time and Property

College computers are to be used for College-related business. It is appropriate to post at work if your comments are directly related to accomplishing work goals. Maintain your personal site on your own time using non-CCC computers.

Student Use of Social Media

Disclosure of confidential information is a violation of Federal law and the Student Code of Conduct as put forth in the *Cleveland Community College Academic Bulletin and Student Handbook*.