

SOCIAL MEDIA

ADMINISTRATIVE RULE NUMBER: B019

LAST APPROVED: September 4, 2013, January 15, 2015, January 2017, February 2019

RELATED TO POLICY SERIES NUMBER: 400

OVERVIEW

This document outlines the publication rules for social media at Tillamook Bay Community College (TBCC). TBCC's involvement in social media is intended for sharing information, news, ideas and experiences through a variety of social media platforms.

These guidelines are intended to assist TBCC employees to effectively use social networking tools to advance the College's mission and purpose. Participation in these online conversations should follow many of the guidelines used in traditional media.

DEFINITION OF SOCIAL MEDIA TOOLS: B019.1

For the purpose of this Administrative Rule (AR), the term "social media" is understood as any form of public internet media and communication. Social media tools refer to all web-based platforms that provide immediate publication of content to the Internet related to communities of users, who can respond back to this content. This would include, but is not limited to, blogs (Blogger, WordPress), micro-blogs (Twitter), social networking sites (Facebook, MySpace, LinkedIn, YouTube), or any other site that allows for direct publication to the internet.

BENEFITS OF SOCIAL MEDIA: B019.2

Social media provides an immediate and two-way form of communication to prospective students, current students, staff, alumni, Board members, community partners and other college supporters and the community in general.

RESPONSIBLE PARTIES: B019.3

The Office of Advancement, with support from the Information Technology team, is responsible for the oversight of all official social media outlets. Official users will be assigned by the Executive Director of Advancement and will be issued a log-in and or access to official TBCC social media accounts.

EXPECTATIONS: B019.4

This AR addresses only the College's official social media outlets. The College does not take any responsibility for social media accounts developed by others.

Official College social media accounts must be in compliance with any and all applicable Board policies, administrative rules, and/or operating procedures created or

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implemented by TBCC. At no time shall a college employee or student create a social media account or web presence that represents or gives the appearance of representing the college without the approval of the Executive Director of Foundation.

This AR may be adjusted to reflect changes in social media or for any other reason the College sees fit. It is expected that official users of TBCC social media sites will:

- A. represent the College in a professional manner
- B. use social media to communicate college–related content only
- C. use good judgment when posting profiles, photos and other information and seek input from supervisors when questions about information to be used may require clarification
- D. comply with TBCC confidentiality, disclosure or proprietary data, and FERPA policies
- E. Monitor social media accounts minimally once a day.
- F. be aware that information distributed internally via e-mail, campus newsletters, or other forms of communication may not be approved for distribution on social media without permission from the appropriate supervisor
- G. keep supervisors informed of situations related to posting to social media sites of content or imagery that may be deemed of a controversial nature or may need attention from others in the College
- H. be respectful to and of the College, staff, students and the community in general, which may require seeking appropriate permission before posting information or photos to the internet
- I. follow copyright laws and use good academic and professional standards of integrity by properly citing information and attributing credit where appropriate

College employees who serve as advisors to TBCC Student Clubs and organizations and have been given access to official social media accounts of the College are expected to follow these guidelines and discuss them with student members of the club or organization they counsel.

Employees cannot use TBCC equipment or time to post to social networking sites unrelated to college business

BRAND AND IMAGE: B019.5

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Where applicable, users/creators of social media should use the established TBCC logo, colors, and fonts. The Office of Advancement should be consulted if users have questions or need assistance.

The title of the social media site should be "Tillamook Bay Community College", if the title allows. If there is a number limit on characters, "TBCC" should be used.

COPYRIGHT: B019.6

All college employees are expected to adhere to and respect copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including but not limited to photographs, video, art, logos, and graphics.

RECOMMENDATIONS: B019.7

It is recommended that users of the College's official social media outlets:

- A. Have a purpose statement that ties the social media site(s) to the College's mission
- B. Have an understanding of social media platforms and how each works
- C. Have knowledge of and abide by policies, agreements and terms of service that relate to each social media, blog, and public website you post content on.
- D. Keep information current and up to date.

CONTENT DEVELOPMENT

UPDATING AND ADDING CONTENT: B019.8

Any interested party who would like to add content to any TBCC social media accounts should fill out a communications planning tool that is then approved by their supervisor and provide the planner to the Office of Advancement. The use of the communications planning tool will assist the College to be sure that only accurate, approved content is published.

The social media content should be maintained and kept as up-to-date as possible. In general, the more frequently the content is updated, the more users will access the social media sites.

Employees using social media sites for professional TBCC related use shall include the following disclaimer:

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“Tillamook Bay Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or other content generated by users and publicly posted on this site.”

Each social media site maintained for professional TBCC related use shall place the following statement in a conspicuous manner on the main page:

“To report any concern about the content on this site please contact the Office of Advancement.”

APPROPRIATE USUAGE: B019.9

Because social media is an interactive tool, an identified person will monitor social media sites closely and frequently to supervise user conduct. Any questionable conduct should be reported to the Office of Advancement.

TERMS OF USE: B019.10

By posting content on TBCC’s social media sites, users agree to comply with this document. The user represents, warrants, and agrees that no content submitted, posted, transmitted or shared will infringe upon the rights of any third party or contain defamatory, discriminatory, or otherwise unlawful material.

OBJECTIONABLE CONTENT: B019.11

Objectionable content is defined as any content generated by users and publicly posted on social media that violates any TBCC policy, procedure, or code of conduct.

The following non-exhaustive list includes content which is prohibited from social media sites for Official or professional College related use:

- A. Threats or Bullying
- B. Gambling
- C. Obscene language and/or imagery
- D. Language or imagery depicting underage drinking, illegal drug use, or other inappropriate behavior
- E. Harassment
- F. Commercial use for personal financial benefit
- G. Personal social relationships unrelated to College matters

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H. Content in violation of federal or state law.

REMOVAL PROCESS: B019.12

Employees maintaining a social media site for official College related use are responsible for removing prohibited content from the site within a reasonable time after it is first posted.

When a user posts objectionable content, the Office of Advancement or Information Technology team will:

- A. Log the occurrence by noting the person's Username, content of the offense, date, time, and make notes as necessary
- B. Remove the objectionable content from the page

TBCC reserves the right to alter, delete, or remove (without notice) any content and remove or ban users at its absolute discretion.

ASSISTANCE: B019.13

To request access to setting up and maintaining social networking sites on behalf of Tillamook Bay Community College, contact the College's Office of Advancement who, as needed, will work with the Information Technology Department to meet the needs of the requestor if approved by the Leadership Team.

OTHER SECTIONS SPECIFIC TO THE ADMINISTRATIVE RULE

PERSONAL RESPONSIBILITY OF NON-OFFICIAL SOCIAL MEDIA ACCOUNTS: B019.14

TBCC respects the rights of employees to use blogs and other social media tools as a means of self-expression, as well as a means to advance the College's mission and purpose. However, it is important that we all are aware that references to the college and/or an employee's association with the College, its programs and services, could be cause for liability on the part of the College for an employee's actions online. Therefore, all college employees will:

- A. Be held responsible for their actions. Anything an employee posts that potentially can harm the College's image and/or reputation ultimately will be that employee's responsibility.
- B. Offer clear disclaimers when publishing on the Internet and when referring back to your role as a college employee that the views expressed by the writer in the posting or blog entry are: 1) the writer's alone and do not represent the views of

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TBCC; and 2) comply with TBCC confidentiality policies and procedures, disclosure of proprietary data, and FERPA policies. This also applies to comments posted on blogs, forums, and social media sites when a college employee is publishing personal and other commentary on internet based tools

- C. Not discuss or post communication that relates to classes and coursework, as well as health records or any other educational records that are deemed private, are inappropriate for public display. This also applies to College employees publishing personal and other commentary on the internet.
- D. Not use or align the College with any institutions, businesses, or websites that deploy the use of excessive tracking software, adware, malware or spyware.

It is important to remember that the Internet is permanent. Once information is published online, even if you “remove or delete” it later, a record of its original iteration remains.

College employees who manage a social networking site on behalf of TBCC should provide access to TBCC IT staff if the primary user and/or creator are not available.