PIEDMONT VIRGINIA COMMUNITY COLLEGE

VI – INSTITUTIONAL ADVANCEMENT & DEVELOPMENT POLICIES

VI – 100.0 SOCIAL MEDIA POLICY

Policy #:   **VI – 100.0**
Effective: **September, 2016**
Responsible Dept.:   **VPIAD**

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1. Philosophy

Social media is a powerful communication tool and one that Piedmont Virginia Community College (PVCC) actively uses to educate, inform, and collaborate with its students, staff, faculty, and alumni, as well as members of the community. Social media provides college staff and faculty with the ability to reach students outside the classroom and a way to better inform the public about college news and events.

When it comes to social media usage on behalf of the institution, PVCC expects its employees to be honest and transparent in their electronic communications as they would be in person and to respect privacy, confidentiality, and copyright laws. Posted content on college social media sites should always be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the college, its employees, students, and the community.

2. Purpose

The Social Media Policy at Piedmont Virginia Community College (PVCC) governs social media usage by employees and students at PVCC on behalf of the institution and applies only to social media accounts created to represent college groups, departments, programs, entities, etc., and does not apply to private, personal, or individual accounts.

This policy is designed to provide guidelines and best practices for employees posting online material on behalf of PVCC. For the purposes of this policy, the term "social media" refers to the following:

- Social networking sites such as Facebook, Twitter, LinkedIn, Instagram, YouTube, and other social networking platforms that become available
- Blogs, both official PVCC blogs, as well as ones on which a PVCC employee blogs as an employee
- Wikis, such as Wikipedia and Cvillepedia
- Online communities or forums that encourage community-based input, content sharing, and collaboration

This policy does not pertain to the use of social media for instructional purposes or for the delivery of classroom instruction.

PVCC's Social Media Policy complements and is part of any existing or future policies regarding the use of technology, computers, mobile devices, email, and the Internet, as well as professionalism and ethical codes of conduct. Employee and student administrators posting on behalf of the institution are subject to the same laws, professional expectations, and guidelines when interacting online with students, parents, alumni, donors, and community members as they are in person. Related college policies include:

I.   PVCC Employee Code of Ethics
II.   PVCC Code of Student Conduct
III.   Computer Use Policy
IV.   Use of Internet and Electronic Communications Systems Policy
V.   Copyright Policy
VI.   Outside Organization Solicitation Policy
VII.   Title IX Policy
VIII.   Violence Prevention and Threat Assessment Policy

Fans and followers of official college accounts agree to respect the terms of service for individual social networking sites and understand that PVCC account administrators have the right to remove any content that is deemed to be offensive, inappropriate, or of a harassing or threatening nature; can be construed as defamation of character; or contains profanity. PVCC account administrators have the right to block posts from fans or followers who violate these guidelines. The college is not responsible for posts or comments made by fans, followers, or visitors to PVCC's social media accounts.

3. Guidelines & Procedures
College staff and faculty administering institutional social media accounts are expected to adhere to PVCC's Social Media Policy and to follow the Social Media Guidelines and Procedures listed below. These guidelines are broad in nature as social media technology is constantly evolving and no one set of guidelines and procedures can address all the particular situations and circumstances that may arise.

The PVCC Marketing and Media Relations (MMR) Office has primary responsibility for the oversight of the college's official social media sites. In its role as the administrative gatekeeper for college social media accounts, the MMR Office is responsible for establishing, maintaining, and enforcing PVCC's social media policy and guidelines as necessary.

The MMR Office also maintains and monitors official college accounts on several social media sites as a way to provide announcements and information about upcoming events and activities as well as to provide a forum for open discussion among students, faculty, staff, alumni, and the community. These sites include,

but are not limited to, Facebook, Twitter, LinkedIn, YouTube, and Instagram. In addition to the official social media accounts maintained directly by the MMR Office, PVCC staff and faculty also maintain college-affiliated accounts on a number of social media sites. All accounts officially representing a PVCC department, group, program, or other entity must adhere to the guidelines below.

<u>Official College Accounts</u>

A. The social media sites that represent PVCC must:

1. Abide by the college Computer Use Policy, Use of Internet and Electronic Communications Systems Policy, Copyright Policy, PVCC Employee Code of Ethics, the PVCC Code of Student Conduct, the Outside Organization Solicitation Policy, the Title IX Policy, and the Threat Prevention and Violence Assessment Policy, as well as any other policies listed in the "Related College Policies" section of the Social Media Policy.

2. Have been created through the submission of the "Social Media Account Request" form and be registered with the PVCC Marketing and Media Relations (MMR) Office. Only approved accounts will be recognized as officially sanctioned college communication tools. Requests must be made by a PVCC staff or faculty member.

3. Have a minimum of one college faculty or staff member serve as an administrator of the online account at all times. College employees who serve as online administrators are charged with managing and monitoring content on their official college accounts on a regular basis and are responsible for removing any content that may violate college policies. The MMR Office will provide training for social media administrators and is available to answer questions and offer guidance related to social media administration and management.

4. Provide administrative access to all sites representing PVCC to the MMR Office. An individual, designated by the MMR Office, will be added as an administrator or provided administrative login information. The MMR administrator is not responsible for posting, editing, or removing content from the account but will serve in a support role in the event that a faculty, staff, or student administrator needs assistance or training.

5. Work with the MMR Office on the images, color palette, and naming conventions for all online sites.

B. MMR's Public Relations and Marketing Specialist will serve as the social media coordinator and will be added as an administrator or provided administrative login information for all college-affiliated social media accounts. (See Section A, number 4 above.)

C. Fans and followers of official college accounts agree to respect the terms of individual social networking sites and understand that PVCC account administrators have the right to remove any content that is deemed to be offensive, inappropriate, or of a harassing or threatening nature; can be construed as defamation of character; or contains profanity. Examples of inappropriate content include ethnic or racial slurs, personal insults, obscenities, or content that violates privacy, confidentiality, or copyright laws. PVCC administrators have the right to block posts from fans or followers who violate these guidelines.

D. The MMR Office reserves the right to enforce this policy (Section C above) by removing links to third-party websites or content on the official college accounts that it maintains or by recommending that a PVCC administrator remove or change the site or online content as needed.

E. The MMR Office, in consultation with the administration, which includes but is not limited to, the Office of Instruction and Student Services, the Office of Institutional Advancement and Development, the Office of Finance and Administrative Services, and the Office of the President, will resolve any conflicts or concerns regarding social media.

F. Official student clubs and organizations are permitted to have an official presence on social media sites with the approval of the club's advisor and the MMR Office. Guidelines and procedures outlined in the Social Media Guidelines document must be followed.

Social Media Content on College Accounts

1. Content should be posted on a regular basis to keep the account current and questions should be answered in a timely manner. Account administrators are expected to respond to user concerns and address issues of inappropriate conduct with warnings issued as needed.

2. Content should be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the college, its employees, students, and the community. Examples of inappropriate content include ethnic or racial slurs, personal insults, profanity or obscenities, or content that violates privacy, confidentiality, or copyright laws.

3. Posted content should adhere to established college policies relating to electronic communication for both students and employees including, but not limited to the Computer Use Policy, Use of Internet and Electronic Communications Systems Policy, Copyright Policy, PVCC Employee Code of Ethics, the PVCC Code of Student Conduct, the Outside Organization Solicitation Policy, the Title IX Policy, and the Threat Prevention and Violence Assessment Policy.

4. Concerns with abusive or inappropriate content on social media accounts should be reported to the Office of Public Safety and Campus Police at security@pvcc.edu and shared with the MMR Office at marketing@pvcc.edu.

   For behavioral concerns, college staff and faculty should also fill out an Incident Report Form. The Incident Form is available online at https://publicdocs.maxient.com/incidentreport.php?PiedmontVirginiaCC or by visiting www.pvcc.edu/safe and clicking on "Report an Incident."