

RRCC's OPERATION OF OFFICIAL SOCIAL MEDIA ACCOUNTS AND
STUDENT/EMPLOYEE SOCIAL MEDIA CONDUCT
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ISSUED BY: Kim Rein, Marketing Director

Basis

The use of social media websites (e.g., Facebook, Twitter, LinkedIn, Flickr, and YouTube) is increasingly common for the departments, students and employees of Red Rocks Community College, and these communication tools have the potential to create a significant impact on organizational/professional reputations and public affairs effectiveness.

Definitions

Poster or User: A person submitting content to any social media site that is officially recognized by the college.

Intellectual Property: Someone's idea, invention, creation, etc., which can be protected by law from being copied by someone else.

Social Media: Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Social media has transformed people from content consumers to content producers. Types of social media include networks like Facebook and YouTube but also include blogs and podcasts.

Social Media Accounts: These are accounts or profiles created in social media outlets such as Facebook, Twitter, Google+, YouTube, Blogging, Flickr, and LinkedIn. **Social Media Terms and Conditions:** The terms and conditions imposed by the social media website in which the user is participating.

Procedures

College social media procedures are written to address the following parameters:

- **All social media accounts must be reviewed and approved by marketing department** - Officially-recognized

college social media accounts and web pages will be reviewed and approved through an application process.

- **All social media accounts must include disclaimer statements** - Each officially-approved account must include a disclaimer statement articulating that content and opinions contained on the site do not necessarily represent those of the college.
- **All social media accounts must give URLs to marketing department to keep record-** Inappropriate, offensive, injurious and illegal content may be removed by college employees identified as account administrators or at the direction of college/system management.
- **Must have more than one administrator assigned to account at all times** - All official social media accounts must have more than one employee assigned to the role of administrator at all times (or, in Marketing, we have three people that use the same generic email username/password to post). Should a college employee administrator of an account leave the college for any reason or no longer wishes to be an account administrator, it is their department/division's responsibility to designate another college employee to be an account administrator and remove the former employee's administrative permission to the site.
- **Create generic email accounts during development phase** - To accomplish this guideline with Facebook, departments/ divisions/ groups at other colleges have used a generic e-mail account (e.g., rccmarketing@gmail.com- not an rcc.edu account) to create new pages. By creating the page, the account based on the generic e-mail is the "owner" of the page. The staff member with the password to this "owner" account may be designated by the department/division/group associated with the page. Using this "owner" account, this designee may assign "admin rights" to whoever is going to contribute content. This contributor can then give "admins rights" to other contributors as necessary and/or appropriate.
- If a contributor leaves the college, the generic account, controlled by the division-designee, has the trump card of "ownership" and can modify the page's user list (including

removing that contributor's rights to contribute). If the designee controlling the "owner-account" leaves the college, another department/division designee can change the password to the generic account that "owns" the page.

- **Social media can not be used as a learning management system (LMS) or for facilitating coursework and teaching.** While faculty are not prohibited from having students use social media to learn about it through our LMS, faculty must use CCCS' official learning management system (e.g., Desire 2 Learn) instead of social media sites for facilitating coursework and teaching.

RRCC Employee Expectations

RRCC employees are expected to adhere to same standards of conduct online as they would in the workplace. Laws and procedures respecting 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 interactions. Employees are fully responsible for what they post to social media sites.

College employees are expected to use good judgment about content and respect privacy laws. They should not:

- include confidential information about the college, its staff, or its students.
- post content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- represent personal opinions as being endorsed by the CCCS, the college or any of their organizations as this is strictly prohibited. The college's name or marks may not be used to endorse any opinion, product, private business, cause, or political candidate.

Student Expectations

Students are expected to adhere to the Student Code of Conduct.

By posting content to any social media site, the poster represents that

the poster owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. Posters also agree that they will not knowingly provide misleading or false information, and will indemnify and hold CCCS and the college harmless for any claims resulting from the content.

- **Lawful removal** - CCCS and each college shall have the right to remove or cause the removal of any content for any lawful reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- **Adhere to local, state and federal laws** - Communications and Marketing Director Employees should refrain from using information and conducting activities that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact CCCS' legal staff.
- **Use of personal social media accounts** - If one maintains their own personal social media accounts, they should avoid creating confusion over whether or not the account is associated with their college. This includes using personal accounts to act in an official capacity on a non-college approved site. If one identifies themselves as a college faculty or staff member online, it should be clear that the views expressed on their site are not those of the college and they are not acting in their capacity as a college employee. While not a requirement, college employees may consider adding the following disclaimer to personal social media accounts. "While I am an employee at Red Rocks Community College, comments made on this account are my own and not that of the college."
- **When RRCC college employees wish to establish a social media destination tied to college-related endeavors** – RRCC employees wishing to establish a social media destination (e.g., Facebook page, You Tube channel, etc.) that is tied to the college-related endeavors of themselves or others affiliated with the college shall be subject to college's application process and procedures governing social media.
- **Considering ethical ramifications** – RRCC Faculty should be encouraged to consider the ethical ramifications of their interactions with students on social media sites.

- **Social media users acting on behalf of RRCC** - must adhere to all State Board Policies, System President's Procedures, and college procedures, including those pertaining to: acceptable use; copyright information; IT security; personal records privacy and security; FERPA/privacy policies; faculty/staff/student codes of conduct; and, procurement rules.
- **Secure Browsing setting in Facebook** - To prevent college Facebook pages from being "hacked," account administrators should go into the Facebook account settings and check the box for "secure browsing" that may be found in the "Account Security" section.
- **Only marketing can place advertising in social media sites** - RRCC college procedure should specify that it does not authorize employees, outside of the college's marketing office, to enter into advertising agreements with social media sites.
- **Facebook Accounts Only:** RRCC's Facebook pages must have prominently displayed language directing the public to the college's official website: www.rrcc.edu.

Application of Each RRCC College-specific Procedure - Each college procedure will apply to social media accounts created by college employees for the official business purposes of the college, including college faculty, groups, departments, programs, entities, etc. It will therefore impact students, faculty, and staff who utilize various social media for communication in conjunction with representing their college. Some examples of the various communication media that shall be included under each college procedure are Facebook, Twitter, LinkedIn, Flickr, and YouTube.

Exemptions

This procedure will apply only to social media accounts created for the express purpose of officially representing their college's groups, departments, programs, entities, etc. and will not apply to private social media accounts. College employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the College.

Consequences for Violation -Violations of this procedure may result

in disciplinary action in accordance with applicable employee/student conduct policies and may include any appropriate legal action.

Monitoring System and college administrators and their authorized employees may monitor the operation of college-authorized social media accounts and the conduct of employees/students in using them to help ensure conformance with this policy. Administrators reserve the right to examine, use, and disclose any content found on official social media websites in order to further the health, safety, discipline, or security of any student or other person, or to protect property.