

**SECTION TITLE**  
**Social Media Procedure**

**NUMBER**  
**12-0205**

1. **PURPOSE:**

This procedure provides relevant departments and unit employees with basic guidance on how to best use social media as owners of an account and users/contributors.

2. **PROCEDURE:**

All departments, divisions, and student groups should promote themselves under the official Roanoke-Chowan Community College (R-CCC) page for each of these platforms. If an employee is an authorized contributor to any of the College's pages, or if they must maintain a separate social media presence, they are required to adhere to the following guidelines:

- A. **Seek approval:** Before creating a social media account for a respective department or unit, employees must attain approval from their immediate supervisor and area Vice President (or his/her designee). Any content (imagery, video, text) must support the integrity of the school:
  - a. Make certain photos and videos meet the brand requirements in terms of quality and composition.
  - b. Never tag and/or post an image or video of a student or faculty member without their expressed permission, unless the context of the post clearly implies such permission (i.e., President speaks at Orientation).
- B. **Follow other relevant college policies:** These guidelines do not affect other College policies, regulations, or rules that might apply to the use of social media, including but not limited to the Use of Information Technology Resources Policy; Acceptable Use Policy; Code of Ethics, Records Retention and Disposal Policy; Human Resources Discrimination and Harassment Policy; and, Procedure 3.3.7.2 Human Resources Unlawful Discrimination and Harassment.
- C. **Plan for having at least two administrators:** Having multiple page administrators for every social media account will ensure that the account can continue to thrive and be updated regularly, even if one of the existing administrators is not available, changes jobs, or leaves the college.
- D. **Be accurate:** Make sure that you have all the facts before you post. Verify information with relevant sources. Cite and link to sources whenever possible.
- E. **Realize posts are public:** Search engines can find posts for years after the publication date. Comments can be forwarded or copied. Archival systems save information even if posts are deleted. In addition, social media accounts are subject to the North Carolina Public Records Law.
- F. **Keep confidential matters private:** Do not post proprietary information about R-CCC, including information about students, alumni, or employees. Most records related to students are protected from disclosure by Federal Educational Rights and Privacy Act (FERPA) and disclosing any personally identifiable student education records through social media is a violation of FERPA. Information collected in connection with research may be protected under a nondisclosure agreement, research protocol or other applicable law or agreement.

- G. **Be transparent:** Social media accounts on behalf of the department or unit should clearly state the account's role and goals. When posting with a college username, other users view what is posted as coming from the College.
- H. **Be timely:** Page administrators should regularly monitor postings and content. Aim for standard times for postings and updates. The recommended minimum frequency is at least 2-3 posts daily.
- I. **Be responsible:** Participation in social media on behalf of R-CCC is not a right but an opportunity. All employees approved for an R-CCC social media account must complete a brief social media training and a form outlining expectations for initial approval.
- J. **Keep personal views separate:** Uphold the College's mission and values in activities. Do not include political comments or comments on social issues, and do not conduct any political activities on behalf of any party or candidate. Do not represent individual opinions as being endorsed by the College or any of its organizations.
- K. **Adhere to the College brand:** Use official logos and graphics that represent and adhere to the College brand guidelines. Whenever possible, Roanoke-Chowan Community College or R-CCC should be listed prior to the department or unit. The marketing team and/or Director of Marketing and Recruitment can provide guidance with graphics and design.

**Disclaimer:** *Any comment, feedback, or other method of communication that is made by someone other than an official representative of R-CCC is solely the view and opinion of the author alone – it does not represent an official communication from R-CCC or any member of its faculty or staff. R-CCC does not endorse any advertisement or marketing effort that may be seen on any official R-CCC social media site. Social media sites are monitored for relevance. R-CCC reserves the right to remove any comments that are not related to the post, make unsupported accusations, use obscene language or images, are blatant spam, contain advertisements, or contain inappropriate personal or sensitive information. Repeated violation of these guidelines could result in a user being blocked from the page.*

### 3. ADDITIONAL INFORMATION

#### Common Social Media Networks

Currently, the most common social networks within this rapidly changing media space include Facebook, Instagram, X (Twitter), LinkedIn, YouTube, Pinterest, Snapchat, Flickr, and blogs.

Applications developed for any mobile devices that use the College's name, wordmark or other institutionally identifiable information fall under these guidelines.

#### R-CCC Employees

R-CCC recognizes that social media can be a highly effective tool for sharing ideas and exchanging information. While the College believes that social media can support professional and business development, the College is also aware that excessive or inappropriate social media use for personal or professional reasons can negatively impact R-CCC's productivity and resources. If social media is used in an R-CCC employee's capacity as an employee, then R-CCC permits reasonable use of social media that follows the

College's guidelines and practices for social media. This use could include, though it is not limited to, access for research or to participate in audio conferences or webinars. Employees' activity cannot interfere with regular job duties and responsibilities. Personal social media sites are not appropriate tools for R-CCC communication between employees and students for R-CCC-related activities.

Employees using social media to communicate about the College or commenting on an R-CCC social media site should be mindful that any statements made could be attributed to the College. Employees should use discretion before posting or commenting. Under no circumstances shall communication include any form of profanity, obscenity, or copyright violations. Likewise, confidential, or non-public information shall not be shared.

R-CCC recognizes that its employees have a right to use social media on a personal basis in their lives outside of their professional activities and that such may include the right to exercise freedom of speech. At the same time, R-CCC encourages employees to use common sense when posting to social media sites, especially if referring to work-related activities. Always represent the interests of R-CCC in a professional manner. When posting on official R-CCC sites in an unofficial capacity, but about R-CCC activities, employees are advised to make it clear that the opinions expressed are their own and do not necessarily represent the College's official position.

### **Oversight**

The Director of Marketing and Recruitment maintains the official presence on various social media websites including Facebook, Instagram, Snapchat, LinkedIn, Pinterest, YouTube, X (Twitter), Vine, and Flickr. The Director of Marketing and Recruitment also maintains the approved list of all social media sites affiliated with R-CCC. Social media guidelines are approved by the President of the College and Vice Presidents.

The Director of Marketing and Recruitment directs the strategic use of social media for the College and is responsible for creating, maintaining, and overseeing all R-CCC's authorized social media accounts. Specifically, the director:

- Oversees, authorizes, and confirms decisions regarding social media sites.
- Directs employees and students on best-usage practices.
- Evaluates and approves requests for new social media platforms.
- Serves as administrator for all social media accounts and sets up page administrators, editors, and contributors on R-CCC's social media accounts.
- Maintains a list of social media domains, active account logins and passwords for the College.
- Changes passwords to maintain control and account security.
- Leads social media messaging development with the Marketing Committee.
- Guides the Marketing Committee through social media planning and training.
- Monitors conversations, tone, style, and sentiment on all social media platforms.
- Responsible for collection and implementation of performance metrics and establishing goals.

### **Site Administrator's Role**

The site administrator will ensure that:

- All content is appropriate, accurate and timely.
- Meaningful content is updated frequently on the account --- if content is not fresh, beneficial, or informative, you will lose followers and the need for the account is diminished.
- Appropriate consent is obtained and documented including words, graphics, photos, video, audio, images, PowerPoint presentations, artwork, and any other included elements. All videos must provide closed captioning and images must have alternative text to be compliant with the Office of Civil Rights accessibility standards - Section 508 Law and the World Wide Web Consortium's Web Content Accessibility Guidelines 2.1 (Level AA standards). Review this link for more information: <https://www2.ed.gov/notices/accessibility/index.html>. All Microsoft documents including PowerPoint must use the built-in accessibility features prior to posting.
- If your social media account includes the likeness (photo, video, or audio) of any member of the public, please obtain the individual's consent.
- All errors must be immediately corrected.
- The links offered are reviewed and deemed appropriate.

### **Monitoring**

An important part of the role of the primary administrator is to monitor the site daily. If someone posts content that contains profanity or is personally threatening, it is the College's policy to remove such content and the user may be blocked from R-CCC sites.

**All requests for social media accounts must be approved by the employee's immediate supervisor and area VP. A copy of the approval request form is available on the website.**