

COMMUNITY COLLEGE OF DENVER

Title: Social Media Guidelines

Guideline#: CA – 1

Approved: June 24, 2015
August 9, 2017

References: System President's Procedure SP 3-125f – Operation of Official Social Media Accounts and Student/Employee Social Media Conduct
Student Code of Conduct
Student Organization Handbook
College Guidelines – IT – 4 Web Accessibility Plan

Approved By: Dr. Everette J. Freeman, President

1. PURPOSE

The Community College of Denver (College or CCD) social media guidelines help staff properly portray, protect and promote the College, and assist CCD staff and faculty to create and manage CCD social media accounts. These guidelines are based on System President's Procedure (SP) 3-125f to use social media effectively, protect your personal and professional reputation.

Blogs, social networks and Web sites such as Twitter, Facebook, Snapchat, Instagram, Pinterest, LinkedIn, and YouTube are great ways for you to share information, events and knowledge, express your creativity, and connect with others who share your interests. The College supports participation in these online communities.

CCD currently uses the following social media sites:

- Facebook – CCDEdu
- Twitter – CCDEdu
- YouTube – CCDEdu
- LinkedIn – Community-College-of-Denver
- Snapchat: CCDEdu
- Instagram: CCDEdu

2. APPLICABILITY

These guidelines apply to only social media accounts created by College staff and faculty for official College business purposes or College groups, departments and programs.

a. Student Clubs and Organization Accounts

Student clubs and organizations may create social media accounts with the approval of the student activities coordinator. While clubs and organizations are not required to complete an application for a social media account, they should first discuss their social media plans with CCD's Office of Student Life. All student run accounts must have their student organization advisor as an administrator on the account. CCD students maintaining club social media accounts are expected to adhere to standards as outlined in the Student Code of Conduct and the Student Organization Handbook. Violations may result in disciplinary action and may include appropriate legal action. Separate social media guidelines for student clubs and organizations are maintained by the Student Life office.

b. Social Media in the Classroom

CCD encourages faculty to use social media to enrich teaching and learning. Desire2Learn (D2L) is the primary hub for posting course content online, hosting online class discussions, and linking to social media and other external resources. This creates a consistent sense of online community and class presence across CCD, and allows us to provide better support for both faculty and students in accessing these online course tools. When social media is used as part of a class project or assignment, faculty are not required to complete an application for a social media account but are encouraged to notify the CCD Marketing and Communications Department that they are creating a page.

Faculty must be careful, however, to adhere to all requirements under the Family Educational Rights and Privacy Act (FERPA) when using social media in any course. Further, if students are using social media as part of a class project or assignment, they are expected to abide by the College's Student Code of Conduct.

3. DEFINITIONS

- a. Account – An account or profile created in a social media outlet.
- b. Content – Original content created by College employees or students through a social media website or tool.
- c. Intellectual Property – An idea, invention, creation, etc. which can be protected by law from being copied by someone else.
- d. User – Person submitting content to any social media site that is

officially recognized by the College.

- e. Site – The place where holders of a Social Media account contribute to conversations, post created content, and work collaboratively.
 - f. Social Media – Media designed to be disseminated through social interaction. Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news information and entertainment. Types of social media include networks such as Facebook and YouTube but also include blogs and podcasts.
 - g. Social Media Accounts – Accounts or profiles created in social media outlets that include but are not limited to: Facebook, Twitter, YouTube, Instagram, SnapChat, and LinkedIn.
 - h. Social Media Council (the Council) – a group of CCD staff, faculty and students who oversee and manage these guidelines. The Council also approves or rejects applications for social media sites and meets at least twice per year (once during the fall and spring semesters).
4. PROTOCOL
- a. Official CCD departments, programs, groups, etc. must complete an application for any College social media account. The application may be found online at CCD.edu/Social-Media-Application.
 - b. Each social media account must have a CCD staff or faculty as the responsible administrators, which are managed under their

ccd.edu, and not personal, email address. Student workers may only post to social media accounts with permission of their supervisor and the social media council on a limited basis. Non-approved students are not permitted to maintain College social media sites.

- c. Each officially approved account includes a disclaimer statement articulating that content and opinions contained on the site do not necessarily represent those of the College.
- d. Any organization that uses social media will be placed on a 90-day probationary period. At the end of 90 days, the social media council will evaluate the account's effectiveness according to the social media user guidelines.
- e. Any social media account that does not follow the Social Media User Guidelines will be unpublished.
- f. CCD's Marketing and Communications Department will create the account and provide the log in information/user name/handle, etc.
- g. A list of those responsible for managing the account along with backup users must be provided to the marketing team. Some weekend and off-hour monitoring may be required.
- h. A contingency plan for off-hours usage needs to be provided (i.e., who will be monitoring the accounts during evenings and weekends?).
- i. Any staff or faculty member responsible for overseeing/managing a department's social media account(s) is

required to attend a social media training session that will be conducted by CCD's Director of Marketing Communications.

- j. Inappropriate, offensive, injurious, and illegal content may be removed by the account administrator or at the direction of the Marketing and Communications staff. Inappropriate content includes the following:
 - i. Confidential information about the College or its staff.
 - ii. Obscene, hostile, threatening, injurious or illegal messages/suggestions.
 - iii. Endorsements of any cause, opinion, product, or company. This includes any advertising, formal or informal.
 - iv. Violations of copyright, privacy, security, or other laws and CCD policies.
 - v. College employees must adhere to the same standards of conduct online as they would in the workplace and follow best practices for social media according to the social media guidelines.
 - vi. Any personally identifiable information as defined in the FERPA.

5. GUIDELINES & RESPONSIBILITIES

- a. To establish a social media account in an official CCD capacity, CCD staff and faculty should first discuss plans with their Supervisor or Dean to gain the required approval.

- b. Once a social media account is approved by the Supervisor or Dean, the [CCD.edu/Social-Media-Application](https://ccd.edu/Social-Media-Application) must be submitted to the Social Media Council. As part of the application, you must submit:
 - i. Names of two (2) CCD employees to be account administrators,
 - ii. a back-up plan for weekend coverage, and
 - iii. the intended purpose of the account.
- c. The Social Media Council will review all applications and consult with the account requestors as necessary.
- d. Once approved, the Marketing and Communications Department will create the page/account under the College's main account.

6. RESPONSIBILITIES

- a. Responsibilities of CCD Employees as Account Administrators:
 - i. Ensure adherence to social media user guidelines.
 - ii. Manage and monitor content to ensure it doesn't violate any policies or procedures established by the Colorado Community College System (CCCS) or CCD guidelines.
 - iii. Remove and report inappropriate, offensive, injurious or illegal content.

- iv. Inform Marketing and Communications staff of any changes in account administrators.

- b. Responsibilities of the Marketing and Communications:
 - i. Manage College-wide social media accounts on Facebook, Twitter, LinkedIn, and YouTube. CCD's Office of Student Life maintains the Instagram and SnapChat accounts.

 - ii. Maintain and administer social media guidelines, best practices and community management plan.

 - iii. Create and coordinate social media training for the College.

 - iv. Review and approve all social media applications in conjunction with the Social Media Council.

 - v. Maintain list of officially recognized social media accounts and administrators.

 - vi. Act as a resource for College departments and programs to help with social media.

 - vii. Track and report social media metrics.

- c. Responsibilities of College Staff, Faculty and Students Participating in Social Media on behalf of the College:
 - i. CCD employees and students are expected to adhere to the same standards of conduct online as they would in the workplace, including:

1. FERPA
 2. College guidelines
 3. Student Organization Handbook and Student Code of Conduct
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- ii. Laws and policies respecting contracting and conflict of interest, as well as policies for interacting with students, parents, alumni, donors, media, and all other college constituents apply online and in social media just as they do in personal interactions. Employees are fully responsible for what they post on social media sites. Use good judgment about content and respect privacy laws. Do not include confidential information about the College, staff, or students.
 - iii. Post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws or otherwise injurious or illegal.
 - iv. Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. CCD's name or logos may not be used to endorse any opinion, product, private business, cause, or political candidate.
 - v. When posting content on any social media site, you represent that you own or otherwise have all the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. You also agree that you will not knowingly provide misleading or false

information and that you will indemnify and hold the College harmless for any claims resulting from the content.

- vi. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, always include citations. Provide a link to the original material if applicable.
- vii. When you use social media, use good judgement and be respectful of CCD, its employees, customers, partners and affiliates, and others.
- viii. If you also maintain your own personal social media accounts, you should avoid creating confusion over whether or not the account is associated with CCD. If you identify yourself as a College faculty or staff member online, it should be clear that the views expressed on your site are not those of the College and you are not acting in your capacity as a CCD employee. While not a requirement, CCD employees may consider adding the following disclaimer to personal social media accounts.
 1. "While I am an employee at Community College of Denver, comments made on this account are my own and not that of the College."

7. MONITORING

While CCD does not regularly review content posted on College-authorized social media sites, it shall have the right to do so, and, with respect to any site maintained in the name of the College, may 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.