Policy: Social Media

Policy Statement

This policy provides guidance on the use of social media to represent the College or its interests. In general, anyone taking such action must first submit a request for authorization to the Advancement Office.

Reason for Policy

This policy is required in order to effectively communicate the College of Coastal Georgia’s (CCGA) mission, vision and core values in a consistent and professional manner across multiple media platforms. This policy also serves to ensure that CCGA develops and maintains positive and beneficial relationships through the use of social media. This policy is consistent with existing Media and Public Relations Policies that require any incoming media inquiries regarding CCGA faculty or staff to be immediately referred to the Advancement Office.

Entities Affected By This Policy

All CCGA students, staff, faculty, or representatives of departments, programs, clubs, organization or other affiliated groups, who create, update, interact with and/or maintain social media accounts that purport to communication on behalf of the College.

Who Should Read This Policy

All CCGA students, staff, faculty, or representatives of departments, programs, clubs, organization or other affiliated groups, who create, update, interact with and/or maintain social media accounts that purport to communication on behalf of the College.

Contacts

<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone</th>
<th>E-Mail</th>
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<tbody>
<tr>
<td>Paul Hearn</td>
<td>(912) 279-5934</td>
<td><a href="mailto:phearn@ccga.edu">phearn@ccga.edu</a></td>
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Website Address for This Policy

http://www.ccca.edu/uploaded/Policy/files/SocialMediaPolicy.pdf
Related Documents/Resources

1. Social Media Strategy Worksheet
2. Media and Public Relations Policy
   http://www.ccca.edu/uploaded/Policy/files/MediaPublicRelationsPolicy.pdf
3. Visual Identity Standards
4. Non-Discrimination and Harassment
   http://www.ccca.edu/uploaded/Policy/files/NonDiscriminationandHarassmentPolicy.pdf
5. Outside Activities and Conflict of Interest
   http://www.ccca.edu/uploaded/Policy/files/OutsideActivitiesAndConflictsOfInterest.pdf
7. Use of the College Name, Nickname, Logo or Trademark
   http://www.ccca.edu/uploaded/Policy/files/MediaPublicRelationsPolicy.pdf

Definitions

- **Social media**: Any type of electronic media or website established for social interaction, providing for one-to-one, one-to-many, or many-to-many communications, in real time or asynchronously over time, utilizing openly accessible and scalable communication mechanisms. Though not limited to particular platforms, social media leverages technology to transform communication into dialogue. Examples would include Facebook, Twitter, LinkedIn, Students Circle Network, Pinterest and similarly designed websites.

- **Social media account holder**: The individual, department, program, club, organization, group or other entity maintaining a social media account.

Overview
• CCGA students, staff, faculty, or representatives of departments, programs, clubs, organizations or other affiliated groups, who desire to create a social media account that purports to speak on behalf of the College, must first submit a request for approval to the Advancement Office. Anyone already using and/or maintaining one or more such social media accounts, and who desire to continue to use and/or maintain those accounts, must also submit a request for approval to the Advancement Office.

• A request for approval to maintain a social media account on behalf of CCGA should be made using a helpdesk ticket, which is available on the CCGA website.

• All applicants for social media accounts are required to submit the profile image(s) and/or avatar of each account as part of the application process.

General

• All social media accounts should have at least three CCGA representatives serving as administrators at all times. A department, program, club, organization, group or other entity should appoint two individuals to act concurrently as account administrators. If this is not possible, notify the Marketing and Public Relations team in the Advancement Office. The Webmaster or the Director of Marketing and Public Relations must also have administrative rights to every social media account.

• All social media accounts are required to be associated with a CCGA.EDU email account.

• Each social media account holder is responsible for keeping the CCGA Marketing and Public Relations team up to date on any changes to the user name or names and passwords associated with any and all social media accounts.

• Each social account holder is responsible for keeping the CCGA Marketing and Public Relations team informed on any changes to the name or names and contact information of any and all administrators associated with a social media account.

• Should an individual no longer wish to be an account administrator, the social media account holder must designate another representative to serve as an administrator.

• Each social media account holder is responsible for maintaining the account settings, permissions and access to all of their social media accounts. This includes the prompt removal of administrative permissions for those no longer serving as account administrators.
Guidelines for Content

- Understand that especially in the context of social media, all content (anything and everything) shared online is public. There is no such thing as online privacy. Any and all privacy settings are inadequate at best and easily circumnavigated by even the most unsophisticated users. Do not share anything online, anywhere, anytime that should not be made publicly available for the entire world to see.

- Anyone serving as an account administrator for a social media account is responsible for managing and monitoring the content of their social media account. Administrators are responsible for removing the content that may violate local, state, or federal laws and policies as well as applicable CCGA policies and guidelines.

- All social media account holders and administrators are responsible for what they post to any social media site including those recognized by the CCGA as representing the College or its interests.

- The CCGA name, logo, wordmark, seal, indicia or other registered marks of the College may not be used without the prior written consent of the Advancement Office. Use must comply with applicable policies as well as established Visual Identity Standards.

- The College of Coastal Georgia name, logo, wordmark, seal, indicia or other registered marks of the College may not be used to endorse any opinion, product, private business, cause or political candidate.

- Do not share confidential information about the College, its staff, or its students. Be aware what information has been declared as directory information by the Office of the Registrar. Do not share confidential information online at any time for any reason.

- No one may represent their personal opinions as being endorsed by the College or any of its faculty, staff, students, representatives, departments, programs, clubs, organizations, groups, or other entities.

- Exercise caution. Links, “likes”, “follows”, “friends”, “connects”, and other means of connecting to additional content are all considered endorsements in social media and the account holder must be vigilant when linking the social media account to other outside sources.

- By posting content to any social media site, social media account holders and/or administrators represent that they own or otherwise have all the necessary rights and permissions required to lawfully use that content or that the use of the content is permitted by fair use. Social media account holders and/or administrators also agree that they will not knowingly provide misleading or false information and that they will indemnify and hold the CCGA harmless for any claims resulting from the content.
The College of Coastal Georgia is committed to academic freedom. While the College and the Marketing and Public Relations team do not and will not regularly review content posted to social media sites representing the College or its interests, it shall maintain the right to do so. The Marketing and Public Relations team may remove or cause the removal of content from any site representing the College or its interests for any lawful reason.

Provide a link to original material when using or posting content that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos. Always include citations.

If you are unsure whether certain content is protected by privacy or intellectual property law, do not post it.

If you identify yourself as a CCGA faculty or staff member online, it should be clear that the thoughts and ideas you express or endorse are yours, not those of the College. Be clear you are not acting in your capacity as a CCGA employee. Though not required, college faculty and staff should consider adding a disclaimer to their online postings indicating comments and opinions are their own and not those of the CCGA.

Once a social media account has been authorized by the Advancement Office, social media account holders and/or administrators are delegated authority to accept the click wrap agreements needed to create those accounts. When necessary, the Advancement Office will request legal and/or administrative approvals prior to approving applications.

Prohibitions:

Once the Advancement Office has granted approval, any representative of the college creating, using, updating, and/or maintaining social media accounts is expected to adhere to same standards of conduct online as they would in the CCGA workplace. Local, state and federal laws and policies, in particular, but not limited to FERPA, as well as applicable CCGA policies and guidelines apply online and in the social media context. Any representative of the College is responsible for what they post to social media sites.

No one may represent their personal opinions as being endorsed by the College or any of its faculty, staff, students, representatives, departments, programs, clubs, organizations, groups or other entities. The CCGA name, logo, wordmark, seal, indicia or other registered mark of the College may not be used without the prior express written consent from the Advancement Office. Any such authorized use must comply with applicable policy as well as established Visual Identity Standards.

Content that is threatening or obscene or that violates intellectual property rights or privacy laws, or is otherwise injurious or illegal in any way is strictly prohibited.
Responsibilities

The responsibilities each party has in connection with this policy on ACCEL fees are:

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<thead>
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Forms

None

Appendices

None