

SOCIAL MEDIA POLICIES, PROCEDURES, and BEST PRACTICES	BOT Approved: May 15, 2018
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PURPOSE

Garrett College encourages the use of social media to connect with others, including students, employees, alumni, fans, and the college. Social media sites are excellent venues to communicate and encourage engaging discussions about college current events, issues, accolades, organizations and people. This policy defines the rules and procedures for the use of Garrett College social media sites to ensure that college-sponsored social media is both legal and in compliance with college policies.

INTRODUCTION

Social media is one of the most powerful and relationship-building marketing tools available today. Garrett College maintains a presence on multiple social networking sites as a way to provide announcements and information on upcoming events and activities, in addition to providing a forum for open discussion amongst students, faculty, staff, alumni and the community.

Social media is just one element in an integrated communications plan. Perhaps one of the most important aspects of social media is it allows for complete control over an organization's branding.

Currently, there are five social networking sites being utilized by Garrett College. They are as follows:

Facebook
Instagram
LinkedIn
Twitter
YouTube

GARRETT COLLEGE ON SOCIAL MEDIA

Facebook

Facebook is a popular social networking website that allows users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" – which are people who choose to "like" a page.

Garrett College maintains the following official Facebook Fan Pages, as listed below:

Garrett College	https://www.facebook.com/GarrettCollege
Continuing Education & Workforce Development	https://www.facebook.com/GC.CEWD
Garrett Lakers	https://www.facebook.com/garrettlakers
Garrett College Security	https://www.facebook.com/SafeNSecureGC

Garrett College also recognizes the following as affiliated Facebook Pages. Although not considered official pages of the College, affiliated pages are termed for the following auxiliaries and/or partnerships that are connected with the College:

- | | |
|---|---|
| Community Aquatic & Recreation Complex (CARC) | https://www.facebook.com/CARCGC |
| Adventuresports Institute | https://www.facebook.com/adventuresportsgc |
| Power of Possibilities | https://www.facebook.com/4RuralSuccess |

Instagram

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers. Once a post is made, it will appear in the organization or person’s profile for other users who are following to see.

Garrett College has the following Instagram accounts:

- | | |
|--|---|
| Garrett College | https://www.instagram.com/garrettcollege |
| Continuing Education & Workforce Development | https://www.instagram.com/gc_cewd |
| Garrett Lakers | https://www.instagram.com/garrettlakers |
| Adventuresports Institute | https://www.instagram.com/adventuresports_institute |

Linkedin

While other social networks like Facebook and Twitter focus on personal sharing, LinkedIn is all about professional networking and building connections. Garrett College has one LinkedIn account that can be found here: <https://www.linkedin.com/school/garrett-college> .

Twitter

Twitter is a micro-blogging service that enables users to send and receive other users’ updates known as tweets. Tweets are limited to 280 characters and are shown on the user’s profile page and sent to other users who have elected to follow them (known as followers).

The following are a list of Garrett College accounts:

<u>Twitter Name</u>	<u>Twitter Username</u>
Garrett College	@Garrett College
Continuing Education & Workforce Development	@GC_CEWD
Garrett Athletics	@GarrettLakers
GC Security	@SafeNSecureGC

YouTube

YouTube is the most popular video-sharing social media site and provides a good platform to visually showcase departments or programs, encourage participation, network and build recognition. Videos

shared on this account must be promotional and informational about the College and must be approved by the Marketing & Public Relations office. Garrett College's YouTube account can be found here:

<https://www.youtube.com/user/GarrettCollege>.

POLICY STATEMENT:

Garrett College's Office of Marketing & Public Relations will authorize, provide oversight and have final authority over all official Garrett College social media platforms.

PROCEDURES:

Although social media itself is a vast and complex marketing and relationship tool, it is important to understand that interactions generated through social media can be of great benefit, but can also create issues for the College.

Due to the risks involved, including loss of control over brand and content misuse of electronic communications, and internet security threats, it is imperative that all official Garrett College social media sites (and affiliate sites), adhere to the following policies and procedures:

1. Garrett College social media sites must not contain sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), and the Health Insurance Portability and Accountability Act (HIPAA), as applicable. Any sensitive personal information or other confidential information posted on an official College social media site must be removed by the designated site administrator as soon as practically possible upon discovery.
2. Garrett College social media sites must respect intellectual property rights, federal Copyright law and college policies.
3. Employee use – when using social media as a part of their official duties, and/or when presenting oneself in social media settings as a college representative, employees must comply with applicable Garrett College policies governing employee behavior and acceptable use of electronic and information resources.
4. Primary administrative rights for official Garrett College social media sites will be assigned only to permanent college employees. Garrett College social media sites will have a minimum of two administrators to ensure that the site is consistently managed. Should one administrator be unavailable, the second assigned administrator will manage the site.

- a. Facebook Pages are assigned administrative rights as follows:
 - i. Garrett College – Coordinator of Marketing & Public Relations, Web Developer
 - ii. Garrett Lakers – Coordinator of Marketing & Public Relations and Athletic Trainer
 - iii. Continuing Education & Workforce Development – Coordinator of Marketing & Public Relations, Coordinator of Operations (CEWD), Dean of CEWD
 - iv. Garrett College Security – Coordinator of Marketing & Public Relations, Coordinator of Security, Safety & Compliance
 - v. GC CARC – Coordinator of Marketing & Public Relations, Director of the CARC, Coordinator of Operations & Programs (CARC)
 - vi. Adventuresports Institute – Coordinator of Marketing & Public Relations, Web Developer
 - vii. Power of Possibilities – Coordinator of Marketing & Public Relations, Dean of CEWD, Program Associate (CEWD)

With the exception of Garrett Lakers and Garrett College Security, all of the above Facebook Pages have content editors. Content editors can send messages and publish as the Page, respond to and delete comments on the Page, see which admin created a post or comment, and view Page insights. As a general guideline, content editors must receive approval from the Page administrator(s) in order to having access to the Page.

- b. Instagram accounts are assigned administrative rights as follows:
 - i. Garrett College – Coordinator of Marketing & Public Relations, Admissions Counselor and Enrollment Management & Marketing Assistant
 - ii. Continuing Education & Workforce Development – Dean of CEWD and CEWD representative(s)
 - iii. Garrett Lakers – Athletic Trainer and area representative
 - iv. Adventuresports Institute – Assistant Professor of Adventure Sports and area representative
- c. The LinkedIn account for Garrett College is maintained by the Enrollment Management & Marketing Assistant and the Web Developer. Administrative access is granted to both positions.
- d. Twitter accounts are assigned administrative rights as follows:
 - i. Garrett College – Coordinator of Marketing & Public Relations and Enrollment Management & Marketing Assistant
 - ii. Continuing Education & Workforce Development – Dean of CEWD and/or CEWD representative
 - iii. Garrett Athletics – Athletic Trainer and area representative (as necessary)

13. Administrators and content editors of Garrett College social media sites should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is essential to stay up to date. The terms of service for each social media site are listed as follows:

Facebook	https://www.facebook.com/terms.php
Instagram	https://help.instagram.com/478745558852511
LinkedIn	https://www.linkedin.com/legal/user-agreement
Twitter	https://twitter.com/en/tos
YouTube	https://www.youtube.com/static?gl=US&template=terms

REGISTRATION OF SOCIAL MEDIA ACCOUNTS

In order to comply with social media terms and conditions and enable the College to track authorized pages, any department, office, or student organization wishing to create a social media account must have approval from the Marketing & Public Relations office. Once approved, accounts will be created and setup by the Coordinator of Marketing & Public Relations.

It is the College's social media practice to include most departments' information and content on the main page (i.e. Garrett College Facebook, Garrett College Twitter, etc.) instead of having many smaller pages. This allows us to build a stronger campus community, market across different audiences, and use time and resources more efficiently and effectively.

Student Organizations

Student organizations requesting to have a social media site may submit a request to the Marketing & Public Relations office and provide the following information: name and contact information for their organization's advisor, who will operate, monitor, and edit the page on an ongoing basis. The student organization's advisor will be named as an administrator. The Coordinator of Marketing & Public Relations will also be named as an administrator, as a means to respond quickly in the event of an emergency.

Administrators must maintain the security of password and identification information and will be fully responsible for all use of the account and ensuring the information posted is relevant, accurate, and current. Any changes in administrators must be reported to the Coordinator of Marketing & Public Relations.

SHARING INFORMATION ON SOCIAL MEDIA

The preferred method for faculty and staff wishing to share or promote College-related information and services via social media is to contact the Marketing & Public Relations office at marketing@garrettcollege.edu. Information requests will be circulated on all main Garrett College social media accounts unless otherwise specified.

BEST PRACTICES FOR SOCIAL MEDIA IN HIGHER EDUCATION

The following are best practices that provide guidance to the use of social media in higher education. All administrators and content editors for Garrett College social media sites are advised to exercise the following guidelines listed below:

1. Information shared on social media is available to everyone...

Keep in mind that content posted may be distributed through the internet and other media channels can be viewed by the general public at large, including: journalists, prospective students, current students, donors, alumni, colleagues, employers, etc. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

Content, photographs, and video shared on social media also have the potential to be repeatedly shared and obtain a global reach and presence (yes - even after you delete a comment or a tweet).

Translation: *Think twice before posting!* If you would not want to see this information on the front page of the Cumberland Times-News or Republican, don't share on social media.

2. Keep things confidential by following existing Garrett College policies and federal requirements and regulations.

Follow existing college guidelines and policies regarding confidential and proprietary information, as well as applicable federal requirements (i.e. FERPA, HIPAA) and regulations when using social media.

Translation: *If you're in doubt, leave it out.* Personal information or confidential information posted on social media sites must be removed by the site administrator as soon as possible.

3. Be aware of copyright and follow branding guidelines established by Marketing & Public Relations.

When using photographs or graphics, repurposing content or sharing information, please be mindful of copyright and fair use laws. Do not create logos or abuse logos in any shape or form.

For branding guidelines, both a profile image and a cover image for each social media site will be provided by the Marketing & Public Relations office for use.

Translation: *Don't infringe on copyright and be aware of the Garrett College branding guidelines.*

4. Correct and acknowledge your mistakes.

No one is perfect, and mistakes are bound to happen. What is important is how we react and respond to them in the social media world. Correct any inaccuracies or errors in a quick, upfront manner and acknowledge them in a follow-up post or comment. While it's important to be accurate, honesty and integrity are equally as important.

Translation: Read and review your post back to yourself to ensure proper spelling, punctuation and grammar in the desired message, post, or tweet prior to pressing "submit" or "send".

5. When using social media, know that you are representing Garrett College.

Whether you are an administrator or a content editor on a social media site, understand that you are representing Garrett College. Be respectful and use a professional tone, whether it is posting new messages, following up in a comment or discussion, or responding to private messages to individuals received through social media sites.

When personally posting about or responding to Garrett College-related content, be upfront about your identity by disclosing your name and affiliation. State your role and your goals in posting the news.

In doing so, this will show the 'audience' or 'followers' of the designated social media site that you are not representing Garrett College, its administration, faculty, or staff.

Translation: Remember your role and mind your self-representation, whether it is for Garrett College or personal use while using social media.

As Garrett College develops a presence on more social media networks, best practices will continue to be added.