

# **State Fair Community College Social Media Guidelines**

Prepared by Marketing and Communications  
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## Overview

Social media is defined as the combination of technology and social interaction to encourage and create dialogue between the college and its target audiences. Social media and their ease of use make them attractive channels of communication; however, these tools also can open the possibility of unintended consequences. Users of social media who also are SFCC employees need to continuously be aware of how their actions or statements on social networking or blogs—even when at home and “off the clock” – affect both their personal images and the image and reputation of State Fair Community College. To enhance the effective use of these technologies, these guidelines draw upon examples of best practices from various institutions to outline the most appropriate use of social media. Due to the rapid changes in technology, these guidelines may be reviewed and updated as needed.

Social media provides State Fair Community College’s employees, students, alumni and others (“Users”) an opportunity to interact online to exchange thoughts, ideas and experiences through discussions, postings, photos, and videos through the use of social media. The information contained in this document is not in any way an endorsement of personal use of social networking sites on work time or on work equipment. All use outlined here is intended for the interactions and participation on our SFCC sites and pages to enrich our student’s and other stakeholder’s online social network experience with SFCC.

This document addresses the responsibilities and obligations associated with access to computer systems and networks owned or operated by State Fair Community College. Use of all social media through the college’s computer systems and networks shall at all times adhere to the college’s *Appropriate Use Policy and Regulation 8200*, other college policies and regulations, as well as social media sites’ communications standards, applicable local, state and federal laws, ethics, and privacy and intellectual property rights. These guidelines govern the use of the college’s computer resources for all social media activities in order to maintain standards of quality and relevance to our primary goals of teaching and learning, and our position as a community institution.

In professional roles, SFCC employees shall maintain the same behavioral standards online as are required in person. Therefore, the same policies, Standards of Professionalism (Policy and Regulation 4410) and guidelines for interacting with students, parents, alumni, donors, media and other college constituents apply online as well.

Questions regarding the use of social media or these guidelines should be referred to the Director of Marketing and Communications at (660) 596-7250. Questions regarding the *Appropriate Use Policy and Regulation* should be referred to Educational Technology Services at (660) 596-7213.

## Guidelines for Use of Social Media on Behalf of State Fair Community College

*Facebook is referenced as an example. These guidelines apply, however, to all social media.*

### Creating and Managing Social Media

To date, the following list comprises the official State Fair Community College social media sites:

- Facebook: State Fair Community College – Official ([www.facebook.com/sfccmo](http://www.facebook.com/sfccmo))
- Facebook: State Fair Community College Alumni ([www.facebook.com/sfccmoalumni](http://www.facebook.com/sfccmoalumni))
- Facebook: Daum Museum of Contemporary Art ([www.facebook.com/daummuseum](http://www.facebook.com/daummuseum))
- Facebook: State Fair Community College Athletics ([www.facebook.com/goroadrunners](http://www.facebook.com/goroadrunners))
- Facebook: State Fair Community College Fred E. Davis Multipurpose Center ([www.facebook.com/davismpc](http://www.facebook.com/davismpc))
- Facebook: State Fair Community College Advising and Resource Center ([www.facebook.com/sfccmoadvising](http://www.facebook.com/sfccmoadvising))
- Facebook: State Fair Community College-Boonville ([www.facebook.com/sfccmoboenville](http://www.facebook.com/sfccmoboenville))
- Facebook: State Fair Community College-Clinton ([www.facebook.com/sfccmoclinton](http://www.facebook.com/sfccmoclinton))
- iTunes U: launch pending
- LinkedIn: State Fair Community College Company Page ([www.linkedin.com/company/state-fair-community-college](http://www.linkedin.com/company/state-fair-community-college))
- LinkedIn: State Fair Community College Alumni Group (<http://linkd.in/LgkFdM>)
- Pinterest: State Fair Community College Official ([www.pinterest.com/sfccmo](http://www.pinterest.com/sfccmo))
- Twitter: State Fair Community College Official ([www.twitter.com/sfccmo](http://www.twitter.com/sfccmo))

No student or employee shall launch a social media account on behalf of a college department, student club or organization, or any other officially-sanctioned SFCC entity or activity without completing **Appendix A: Social Media Strategy Request** and receiving appropriate approvals.

Employees who are administrators of social media on behalf of SFCC created prior to this document will be required to submit **Appendix A: Social Media Strategy Request** and receive appropriate approvals. Students who are administrators of social media created prior representing an official student club will be required to submit the request form and have it approved by the club's advisor and other appropriate approvals. If approved, requests will be reviewed by the ELT and either approved to continue or denied. If the request is denied, administrators will be required to remove the page or presence within 10 business days.

If approved, requestors will be required to comply with these guidelines including **Appendix B: Approved Social Media Compliance Guidelines** within 10 business days.

Due to the ever-changing nature of social media, the Internet and the technology which drives it, Marketing and Communications will stay active in watching for changes in trends, best practices and emerging ideas. These guidelines will be adjusted as issues and new practices arise in conjunction with the overall communication goals of the college.

### SFCC's Official Social Media pages:

The Marketing and Communications Office are administrators for the college's official social media pages.

### **Purpose and Editorial Content and Voice**

The purpose of SFCC's official Facebook page is first to engage current and prospective students, alumni and people in the communities we serve by building an online community of supporters for the college. The secondary purpose is to provide information. To that end, it is not a comprehensive official communication venue. We will reference the college's Web site and mySTAR as official sources of wide-ranging information.

Our voice will be casual, authentic, engaging, laid back, and fun, and equally as important, consistent. We'll joke, talk about the weather, wish for snow days, talk about pop culture, and interesting things happening in the area and the world. We'll have contests and trivia and slide in the important content too.

### **Posting Guidelines**

Those who wish to contribute information to the SFCC Facebook page as an official message from the college should e-mail [Marketing](mailto:marcomm@sfccmo.edu) and Communications at [marcomm@sfccmo.edu](mailto:marcomm@sfccmo.edu). It is strongly recommended that employees submit contributions to Marketing and Communications for posting consideration rather than posting as individuals for the purpose of having a unified voice and consistent communication. Marketing and Communications reserves the right to post or not post messages based on relevance, timeliness and other planned messages.

Fans of the page, including students, representative of student clubs, faculty and staff, are encouraged to comment on posts; however, social media use during work time by employees may be restricted by supervisor. Please check with your supervisor before assuming activity is approved.

At a minimum, Marketing and Communications will post one status update per day; generally no more than three posts per day. Marketing and Communications will check the site every few hours so that questions don't go unanswered too long, and will post content on evening and weekends in regard to events during those timeframes or to respond to comments and questions.

### **Position on Posts and Comments**

Social media is for conversation and discussion. For communities to build trust, it is important that users feel we are willing to listen to concerns and to allow for differences of opinions. Generally, negative posts or comments will not be removed from our page. It is much better to respond or allow other members of the community to respond than to delete.

However, SFCC reserves the right to remove content not related to official college business or content that is inappropriate, offensive, spam, or is an advertisement or a solicitation for an entity not directly affiliated with the college.

## **Guidelines for Official Student Clubs and Organizations**

Official student clubs and organizations may request a Facebook **group**. Before being granted a Facebook group, all student and clubs must have maintained a mySTAR group for at least one semester.

Administrators are required to manage both venues to accommodate members who do not have a Facebook page.

Club advisors may create the group from their personal Facebook page and are required to be a primary administrator of the Facebook group. Advisors may delegate oversight of functionality to club members as needed.

The Director of Student Life and Development and the Dean for Student and Academic Support Services are required to be added as members of the group.

Posts and comments should be relevant to the club or organization's purpose, events and activities.

It is recommended that the group description include "State Fair Community College" in order to distinguish the group.

## **Guidelines for Commenting on Behalf of State Fair Community College on Social Media**

*These general guidelines apply for employees commenting on behalf of SFCC either on the SFCC official Facebook page or other social media sites, though they may be helpful for posting on social media in any capacity.*

### **Respect College Time and Property:**

College technology resources, including computers and mobile devices, and work time are reserved for college-related business as approved by supervisors and in accordance with the *Appropriate Use Policy and Regulation*. Some supervisors may not allow access to social media sites during work hours; consult with your supervisor for direction. Social media activities not related to college business are prohibited and should not be done on college time using college or other state-owned resources.

### **Communication Between Employees:**

Personal Facebook profiles or other social media sites may not be used by supervisors or employees to communicate on official college business.

### **Communication Between Employees and Students:**

Employees may use personal social media sites to communicate with students; however, some supervisors may prohibit contact with students using social media during work hours or at all. Please consult with your supervisor for direction. If approved to communicate with students using this medium, employees are reminded to adhere to these general guidelines. Communicating with students using personal social media sites should be used to complement existing teaching and learning and communication tools, i.e. Angel, SFCC e-mail and mySTAR, and should not be used exclusively or portrayed as an official form of communication.

Employees are required to comply with all applicable social media terms of service as well as local, state and federal laws, including Missouri Senate Bill 54 which governs communication between instructors and minor students, e.g., dual credit students, CTC students, and prospective students under the age of 18.

### **Maintain Confidentiality:**

All users are prohibited from posting confidential or proprietary information about SFCC, students, employees or alumni. Users shall adhere to all applicable college privacy and confidentiality policies. Examples of confidential information include student ID numbers, home addresses, SSNs, and contact information. Proprietary information includes quotation of copyrighted materials without proper citation or attribution, etc.

### **Respect Copyright and Fair Use:**

When posting, be mindful of the copyright and intellectual property rights of others and of the college, including SFCC's Copyrighted Materials policy and regulation 6240. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the "fair use" exemption. This includes music, art, literary works, copyrighted photographs or texts, video clips, audiovisual works and audio recordings. Questions regarding fair use or copyright guidelines can be directed to the Donald C. Proctor Library at (660) 530-5842.

### **Do No Harm:**

Let your social networking activities do no harm to State Fair Community College or to yourself and others whether you are conducting college social networking activities or personal social networking activities.

### **Social Media Comments:**

SFCC encourages interaction from social media users, but is not responsible for comments or postings made by visitors.

SFCC asks that employees making comments on SFCC pages show respect for other users by ensuring the discussion remains civil. Employee comments and content are also subject to the site's terms of use and code of conduct.

**Understand Your Personal Responsibility:**

Staff and faculty are personally responsible for the content they publish on social media sites, blogs, other websites, wikis, forums, or any other form of user-generated content. What you publish online will be publicly accessible for an extended amount of time. Be mindful of what you post and protect your privacy and the privacy of others.

**Maintain Transparency/Misrepresentation:**

The fine line between personal and professional activities on social media sites is blurred easily. Be conscientious about what you post and how you portray yourself. Be honest about who you are and what you represent. When an employee is engaged in social media activities for specific college-related business, the employee should include his/her name and official job title in all communications. When engaging in personal social media activities in regard to SFCC, employees must be clear that the post is of a personal nature and does not represent the views of State Fair Community College. Employees are reminded that they bear personal responsibility for the content of their posts, blogs or other social media content.

**Strive for Accuracy:**

Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important when posting or commenting on behalf of the college.

**Correct Mistakes:**

If you make a mistake, correct it. Be open and honest; admit you've made an error. If you can correct the original post, do so and be clear that you are making a correction. If you need to add an amended post, do so.

**Be Respectful and Professional:**

If you are respectful and professional, even while disagreeing with a person or post, you will achieve greater results. View comments or concepts you disagree with as an opportunity for candid and respectful dialogue.

Use the same behavior that is expected of you while on campus. Don't use insults, slurs, obscenity, or inflammatory language at any time. Understand that content contributed to a social media site could encourage comments or discussions of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the college.

**Be Involved and Use Etiquette:**

If you participate in social networking sites, follow etiquette and contribute constructive and valuable content. Social media sites are not the place for domineering conversations, self-promotion, or spam postings. These types of behaviors are not tolerated and can result in being banned from the sites where you use this behavior.

**Be Mindful; Think Before You Submit Content:**

There is no expectation of privacy on any social networking sites. Search engines can index and display posts, content, photos, remarks, and pages any time after they have been published. There are archiving services that cache sites even if they have been taken down and replaced or updated. If you are having a heated reaction to content, take a moment to compose yourself in a respectful and professional way before you respond or act. Post only information, photos, images, and other user-generated content that you are comfortable being completely public and archived by third-party sites or services.

**Prohibited Use of SFCC Logos or Making Endorsements:**

All staff and faculty are prohibited from using college logos, trademarks, or images on personal sites. Do not use SFCC's name or likeness to endorse products, causes, or political actions of any kind. Questions regarding proper use of SFCC logos, including Quick Response (QR) codes, and associated materials should be directed to the Marketing and Communications Office.

**Don't Use Pseudonyms:**

Do not pretend to be someone else or use fake names. Tracking tools enable supposed anonymous comments and posts to be tracked back to their origin.

**Does It Pass *The Sedalia Democrat* Publicity Test?**

If the content you wish to post would not be appropriate for a face-to-face or telephone conversation, it is also not appropriate for social networking sites. If you would not be comfortable reading about your actions, comments, or content in the local paper or defending them in a *Sedalia Democrat* interview, then do not post that content.

**Remember your Audience:**

Be aware that a presence in the social media world is or easily can be made available to the public at large through the Internet. This includes prospective students, current students, current employers, alumni, colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

**Acceptable Use and Monitoring**

All SFCC policies, including those related to harassment, defamation, obscenity, discrimination, respect for diversity, retaliation, workplace violence, ethics, illegal activity, and conflicts of interest apply to all users' postings and social media content. In addition, the college's social media should not be used for political, commercial or personal purposes.

SFCC reserves the right to monitor employee use of social media. As set forth in the *Appropriate Use Policy and Regulation*, employees may be disciplined for violating the confidentiality of SFCC, of fellow employees, posting harassing or defamatory content or other infractions of SFCC's normal workplace standards of conduct. This applies to postings and blogging occurring at any time.

Employees are reminded to use discretion when using social networking media. If unsure about how policy or guidelines apply, employees are encouraged to consult with their supervisor before taking action whenever possible.

**Terms of Service:**

Obey the Terms of Service of any social media platform used.

**Use of Photographs:**

All photographs to be used as official college posts shall be obtained from the Marketing and Communications Office. Submit your photos to Marketing and Communications for posting consideration to the college's official social media pages.

For personal social media activities, employees are reminded that they should be respectful of co-workers, students, management, and other colleges and universities. It is recommended that you obtain authorization from individuals or colleges and universities prior to posting their picture, using their trademark, or identifying them by their name.



**Use of Videos:**

Submit videos to Marketing and Communications for posting consideration to the college's official social media pages.

**Use of Links to Other Sites**

Links included in comments on the college's official Facebook page should be related to State Fair Community College.

**Blogs:**

Do not work on your personal blog during work hours. When posting to your personal blog, make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the college's views. To help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar – in a reasonably prominent place on your site:

The views expressed on this website/weblog are mine alone and do not necessarily reflect the views of my employer.

**Blog Reading:**

Blogs can be an invaluable source of information and inspiration. Please refrain from reading personal or non-industry blogs during work time.

**Twitter:**

If you have a personal Twitter account, refrain from posting or moderating its use during work time.

**Social Video:**

Watching a quick video on YouTube can inform a project, spark creativity or lighten a stressful day. Access to YouTube is not blocked, just moderate the time you spend watching videos and don't let it interfere with work.

**Online Shopping:**

Unless it is work-related, please refrain from online shopping during work time.

**E-mail forwards:**

Jokes, urban legends and get-rich e-mail forwards are the oldest form of Internet-based social media. When it comes to college e-mail, think twice before hitting send and be judicious with the number of items you forward. If you're unsure whether an e-mail from a certain Nigerian prince really is being truthful about a promised fortune, forward it to ETS. And remember; NEVER provide personal information, including SFCC account name, ID number and password via an e-mail request. Doing so jeopardizes the integrity of SFCC's technology resources and could have disastrous resources to your identity, personal information and the college network.

**Links to Social Media Sites or Blogs:**

Content and links on personal social media sites and blogs are uncontrolled and may not be related to State Fair Community College. Because of this, personal sites will not be linked to the SFCC Web site, portal or official social media pages.

**Resources**

In developing the college's social media regulation and guidelines, the Marketing and Communications Office drew upon a variety of excellent resources, including those made available through Mount Wachusett Community College, Ball State University, Bristol Community College, DePaul University, Lane Community College, Missouri University of Science and Technology, St. Charles Community College, and Vanderbilt University.

**Appendix A: Social Media Strategy Request**

This form is application for creation of social media on behalf of a college department, student club or organization, or any other officially-sanctioned SFCC entity or activity, and for social media created on behalf of SFCC prior to August 2011 .

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Department: \_\_\_\_\_

Name of social media presence: \_\_\_\_\_

Social media venue (i.e. Facebook, Twitter, etc.): \_\_\_\_\_

Please answer the following questions:

**Team:** Identify the person(s) and backup(s) who have primary responsibility for populating, maintaining and monitoring the site. Warrant that they have the responsibility, time and enthusiasm to devote to initiative.

**Primary Goals:** Are you trying to communicate a campaign, generally promote your department, communicate with alumni, etc.? Define the goal for your social media presence.

**Audiences:** Identifying your audiences drives content management. List your primary audiences.

**Content:** Identify the content you have to share. Is it primarily news, updates or networking information? Photographs? Video? Audio? List the content you plan to share or share via social media.

**Rationale:** Explain how this strategy or function cannot be supported or accommodated within existing social media functions or other SFCC online environments.

**Measuring Success:** Determine how you will measure the success, or lack of success, of your site. Increased traffic to the college's Web site? Better communication with prospective students? A new network of colleagues? List how you measure the site's success, and the tools you use to track that success.

**Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above.

Signature: \_\_\_\_\_

Club (if applicable): \_\_\_\_\_

Club advisor (if applicable): \_\_\_\_\_

Immediate supervisor signature (signifying approval): \_\_\_\_\_

Vice president signature (if applicable and signifying approval): \_\_\_\_\_

Submit completed form with appropriate signatures to Marketing and Communications in Hopkins. Requests will be reviewed and considered by the ELT.

If approved, requestors will be required to comply with Web Names regulation 8840, Web Naming Standards, and Social Media Guidelines including Appendix B: Approved Social Media Compliance Guidelines.

## **Appendix B: Approved Social Media Compliance Guidelines**

### *Access:*

Administrators will be required to add Marketing and Communications staff as administrators. While staff does not intend to actively maintain or monitor these sites, this designation will enable the Marketing and Communications Office to properly track college social media sites and respond quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page. To comply with Facebook terms of service and enable the college to track authorized college pages, any department, unit or organization approved to have a presence on behalf of SFCC will provide the Marketing and Communications Office with the name and contact information for the individual(s) authorized by the department or organization to administer the page on an ongoing basis. Students who are officers or executives of an approved club or organization may be considered as authorized administrators by college officials.

### *Account Security:*

The department's authorized page administrator(s) must maintain the security of his/her Facebook password and is fully responsible for all use of and any actions that take place using his/her account, including those that result from the failure to protect his/her user ID against unauthorized use. Any changes in the designated page administrator(s) must be promptly communicated to the Marketing and Communications Office. Departments, units or organizations may not register for more than one user account, or register for a user account on behalf of another individual, group or entity. At all times, a department's authorized page administrator shall provide the Marketing and Communications Office with current administrator Facebook passwords.

### *Name and Design:*

Social media should feature the department, program or organization's official name, image or identifying mark, if one exists. The name should clearly and concisely identify the program and its affiliation with SFCC. Do not identify simply as "SFCC" or "State Fair Community College" as that implies you are speaking for the entire institution. If an identifying mark for your program does not exist, contact the Marketing and Communications Office to discuss creation of an appropriate mark. Departments and programs are encouraged to use photography to display campus beauty. All photos shall be obtained from the Marketing and Communications Office. Users can submit images for approval which then become part of the library for any authorized site creator/administrator to draw from. Whenever possible, photographs should be posted at 72 dpi and approximately 800 x 600 resolution to protect intellectual property. Images at that size are sufficient for viewing on the Web, but are not suitable for printing.

### *Collecting User Information:*

Facebook may not be used to collect personal information of users. Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

### *Site Monitoring:*

SFCC social media must be monitored and updated on an ongoing basis by the department, units or organizations that manage them to ensure an engaging and interesting environment for visitors, and enable rapid response to any problems that may arise. Minimally, pages should be reviewed on a daily basis, and ideally, they should be checked morning and afternoon. A stale or outdated page can be more damaging to the image of an entity than not having a page at all.