



SOCIAL MEDIA POLICY

POLICY

Brunswick Community College (BCC or the College) recognizes technologies, such as social media, as much needed communication tools. Any social media accounts or sites, representing the College, must be registered with the Public Information Office. Employees must exercise good judgment to ensure that all communications are appropriate to the College, meet common standards for professional communication, and abide by state, local, and federal laws.

Employees should identify their views expressed on their personal website, blog, social media and other online presence as their own. If employee identifies him/herself as a Brunswick Community College employee online, it should be clear that the views expressed are not those of the college.

PROCEDURES

Purpose/Definitions:

Social Media is defined as websites and applications that enable users to create and share content or to participate in social networking. Examples include blogs, wikis, forums, and social media applications such as, but not limited to, Facebook, YouTube, Twitter, Flickr, Snapchat, and LinkedIn. New social media continue to evolve and are also subject to these procedures when individuals are representing Brunswick Community College.

Approval /Monitoring Authority and Site Administrators:

Brunswick Community College's Director of Public Information, as the Public Information Officer (PIO), has monitoring authority for this policy/procedures and as such, approves the addition of new social media pages.

Social media procedures pertain, but are not limited to the following specific technologies, blogs, Facebook, Twitter, MySpace, LinkedIn, Flickr, web sites, Digg, and YouTube.

All Recognized Social Media Accounts Associated with the College Must Abide By the Following:

- For a group to be recognized by the College as an official social media account, the group administrators must seek approval from the PIO by completing and submitting a Marketing Project Request form. The PIO will review all social media inquiries. The PIO should also be used as a resource for the college community for any social media needs. The PIO will make the final decision in any situation regarding the use of social media. The PIO will ensure the pages are set up properly according to the social media site's policies and that the proper type of social media is used for the intended purpose.
- The PIO has authority to remove any accounts from their particular social media web sites if the account has become stagnant, is unattended, or under-utilized.



- Questions about this policy should be directed to the PIO.
- If a Brunswick Community College organization, department, group, program, or recreational team creates an approved Facebook page, the page will be listed on the official Brunswick Community College Facebook page under “favorite pages.” Doing this creates a link from the main BCC page to that sub-page. These pages are also required to list the College’s page on their “favorite pages” list. Facebook pages not approved by the PIO for use of the College’s name are prohibited and must be removed immediately.
- All social media accounts officially recognized by Brunswick Community College must have the PIO as an administrator at all times. An additional administrator, who is a faculty/staff representative, serves as the primary caretaker of the site.
- The PIO will maintain a list of all social networking application domain names in use, the names of all employee administrators of these accounts, and the associated user identifications and passwords currently active for each account.
- Should a BCC employee administrator of an account leave the College for any reason or no longer wish to be an account administrator, he/she should contact the PIO prior to leaving. The PIO will immediately change all passwords and account information to maintain College control of the site. The appropriate supervisor will have the responsibility of naming a new administrator for the account and will notify the PIO director.
- BCC employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible for removing content that may violate College policies and procedures.
- Sites that are affiliated with BCC should only include content that is aligned with standards of professional communication. When posting content, exercise good judgment and respect privacy laws. Unacceptable content would be any information of a confidential nature about employees, the individual doing the posting, the College, or its students. Content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal is not permitted.
- Signed BCC Model Release forms must be on file for any College students or employees whose photos appear on a social media site.
- Citations should always be included when using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos.
- Posting content that potentially violates local, state, or federal laws, and regulations, including Copyright laws is prohibited.
- Communications should not include any form of profanity or obscenity. Inappropriate social media content will be removed from the respective site by the PIO.



- Social networking communications, like College e-mails, are public records and are subject to the North Carolina Open Meetings Law. Posts made by College employees and any feedback by College employees or the public become part of the public record. As with College e-mail, social media communications are subject to monitoring and disclosure to third parties.
- Brunswick Community College employees and those serving as social media content admins for BCC sites, are encouraged to use the following guidelines in social networking practices:
 - Be relevant to your area of expertise.
 - Do not be anonymous.
 - Maintain professionalism, honesty, and respect.
 - Apply a "good judgment" test for every activity related to BCC
 - Could you be guilty of leaking information, student or staff data, or upcoming announcements?
 - Is it negative commentary regarding Brunswick Community College?
 - Activity showing good judgment would include statements of fact about Brunswick Community College and its products and services, facts about already-public information, or information on the College web site.
 - Add captions to photos to ensure that individuals will understand what is going on in the picture. The captions do not need to be very long, but they should describe what the scene is, and how elements of the image appear and provide context for the image.
- Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. You may not use the BCC name to promote any opinion, product, cause, or political candidate.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

BCC has the right to remove any content for any 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.

Approved by the Brunswick Community College Board of Trustees
May 17, 2018