8.3 Social Media

Last Revised: January 2012

Policy Statement
Piedmont Community College recognizes that social media are useful technologies in communicating with College constituencies and in enabling transparent communication. All social media sites representing the College must follow established College procedures and must be registered with the Public Information Office. College employees should exercise good judgment when using official College online media sites to ensure that communications are appropriate, professional, maintain the security of the College’s network, and comply with local, state and federal laws and with the College’s technology security procedures.

Purpose/Definitions
Social media is defined as web sites and applications used for social networking or web-based social interaction. Social media is often consumer-generated and results in sharing content, interacting and often developing communities around similar interests. Examples include blogs, wikis, forums, and social media applications include Facebook, YouTube, and Flickr and professional sites such as LinkedIn. New social media are continually developing.

Approval Authority/Monitoring Authority: Piedmont Community College’s Board of Trustees has approval authority. The Vice President, Administrative Services and the Director, Public Information have monitoring authority for this policy.

Procedures
Officially Recognized College Social Media Accounts

- For a group to be recognized by the College as an official social media account, the group administrators must seek approval from the Public Information Office (PIO) by completing a Social Media Request form (Exhibit 8.3) and submitting it to the PIO.
- PIO staff will review all social media inquiries. This office 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.
- The PIO has authority to remove any accounts from their particular social media web sites if the account has become stagnant or under-utilized.

Facebook Use

- If a Piedmont Community College organization, department, group, program, or recreational team creates an approved Facebook page, the page will be listed on the official Piedmont Community College Facebook page under “favorite pages.” Doing this creates a link from the PCC page to your organization’s 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.
Account Administrators

- All social media accounts officially recognized by Piedmont Community College must have a member of the PIO as an administrator at all times and an additional faculty/staff representative.
- The PIO will maintain a list of all social networking application domain names in use, the names of all employee administrators of these accounts, the associated user identifications and passwords currently active for each account.
- Should a PCC employee administrator of an account leave the College for any reason or no longer wish to be an account administrator, he should contact the PIO director 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.
- PCC 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.

Content

- Use good judgment about content and respect privacy laws. Do not include confidential information about yourself, the College, its staff, or its students.
- You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- You must have signed PCC Model Release forms on file for any College students or employees whose photos appear on a social media site. (Policy 8.1)
- Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. You may not use the PCC 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.
- PCC 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.
- 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.
- Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations, including Copyright laws. (Policy 2.16)
- Communications should include no form of profanity or obscenity.
- Inappropriate social media content will be removed from the respective site by Public Information Office staff.
- Questions about this policy should be directed to the PIO.

Relevant technologies

Social media procedures pertain, but are not limited to the following specific technologies: e-mail, blogs, Facebook, Twitter, MySpace, LinkedIn, Flickr, web sites, Digg, and YouTube. New
social media continue to evolve and are also subject to these procedures when representing Piedmont Community College.

Responsibility
Any material presented online in reference to Piedmont Community College by any employee is the responsibility of the poster. Persons posting materials are encouraged to make all communications in an identifying manner to establish credibility. Along with clear identification, employees must state that any opinion is yours individually and not a form of official communication from PCC. Employers should not use College social networking sites for political purposes or to conduct personal business.

Public Records
- 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.

Topic matter guidelines
Piedmont Community College employees 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 PCC: Could you be guilty of leaking information, student or staff data, or upcoming announcements? Is it negative commentary regarding Piedmont Community College?

Activity showing good judgment would include statements of fact about Piedmont Community College and its products and services, facts about already-public information, or information on the College web site.

If any employee becomes aware of social networking activity that would be deemed distasteful or fail the good judgment test, please contact the Director, Public Information.

Company assets
The use of company assets (computers, Internet access, e-mail, etc.) is intended for purposes relevant to the responsibilities assigned to each employee. Employees who are allowed to access these services are permitted to use a reasonable and limited amount of company assets for social networking services.

Inaccurate or defamatory content
Employees who participate in online communication deemed to be not in the best interest of Piedmont Community College will be subject to disciplinary action. This online communication can include but is not limited to:
- Company information or data leakage.
- Inaccurate, distasteful, or defamatory commentary about the College.
Off-limits material

- Piedmont Community College's intellectual property and certain student and employee information are strictly forbidden from any online discourse except through mechanisms managed internally.

- Any online communication regarding Piedmont Community College's financial data is strictly forbidden except through mechanisms managed internally.

- Any online communications regarding proprietary information such as layoffs, strategic decisions, or other college-sensitive announcements deemed inappropriate for uncoordinated public exchange are forbidden.

Disciplinary Action

Any online communication regarding the procedures set forth will result in termination of account(s) by the Public Information Office staff and further action of individual(s) responsible as determined by the individual’s supervisor.

Legal Citation:
History: Effective January 2012.
Exhibit 8.3  

Social Media Request

Piedmont Community College recognizes that social media are useful technologies in communicating with College constituencies and in enabling transparent communication. All social media sites representing the College must follow established College procedures. College employees should exercise good judgment when using official College online media sites to ensure that communications are appropriate, professional, maintain the security of the College’s network, and comply with local, state and federal laws and with the College’s technology security procedures.

To request a Social Networking account, please complete this form in its entirety. Please note that the Public Information Office (PIO) may decline to accept the request due to present existence of a similar account, use of similar account, or insufficient provisionary information. All Social Networking accounts must adhere to the Piedmont Community College Social Media Policy (8.3). A PIO representative will contact you within approximately two weeks to discuss your request. If you have additional questions, please contact Kevin Tyburski at tybursk@piedmontcc.edu or (336) 599-1181, ext. 397.

General Information (please print or type):

<table>
<thead>
<tr>
<th>Site Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department/Club/Organization</td>
</tr>
<tr>
<td>Primary Site Administrator <em>(faculty/staff required)</em></td>
</tr>
<tr>
<td>E-mail / Phone</td>
</tr>
<tr>
<td>Secondary Site Administrator</td>
</tr>
<tr>
<td>E-mail / Phone</td>
</tr>
<tr>
<td>Username for posting <em>(if applicable)</em></td>
</tr>
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</table>

Purpose of Page:

Select a Social Network:

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
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</thead>
<tbody>
<tr>
<td>Other (please list)</td>
<td></td>
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Important: We realize you’ll have more details than this to give us regarding this account. Please have those details ready before submitting this form. Someone from the Public Information Office will follow up with you to get the details.

I agree to the terms and conditions contained in the PCC Social Media Policy and Procedures.

Primary Site Administrator ____________________________

Secondary Site Administrator ____________________________

Approval of Dean/Director ____________________________

Authorization of VP/President ____________________________