# 8.3 Social Media

**Last Revised:** November 2021

**Policy:** Piedmont Community College (PCC) uses social media as a tool to inform and develop a community, as well as further engage with students, parents, alumni, and friends of the College.

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**Purpose/Definitions**:

**Purpose**

The purpose of this policy is to set guidelines for the use of official PCC social media accounts.

**Definitions**

**Social media**—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.

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**Approval Authority/Monitoring Authority:** Piedmont Community College's Board of Trustees has approval authority. The Vice President, Administrative Services/CFO and the Vice President, Advancement and Communications have monitoring authority for this policy.

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**Procedure**:

Section 1:     Officially Recognized College Social Media Accounts

   1.1.   No individual employee may create an official PCC social media account.

      1.1.1.   All official PCC social media accounts will be created by the Advancement and Communications Office staff.

      1.1.2.   A member of the Advancement and Communications Office staff will be an administrator on all official PCC social media sites.

   1.2.   To request the creation a new social media account on behalf of PCC, complete and submit the Social Media Request Form (Exhibit 8.3 Social Media Request Form) to the Vice President, Advancement and Communications.

1.3.   The Vice President, Advancement and Communications has authority to remove any accounts from their particular social media web sites if the account has become stagnant or under-utilized.

Section 2:       General Provisions

2.1.   The Office of Advancement and Communications will maintain a list of all social networking application domain names in use, the names of all employee administrators/editors of these accounts, the associated user identifications and passwords currently active for each account.

2.2.   Should a PCC employee editor of an account leave the College for any reason, they should contact the Office of Advancement and Communications as part of their exiting procedures.

   2.2.1.   An administrator will change all passwords and account information to maintain College control of the site.

   2.2.2.   The appropriate supervisor will have the responsibility of naming a new editor for the account.

2.3.   PCC employees identified as administrators/editors of accounts are held responsible for managing and monitoring content of their officially recognized accounts.

   2.3.1.   Administrators/editors are responsible for removing content that may violate College policies and procedures.

2.4.   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.

2.5.   If any employee becomes aware of social media activity that would be deemed distasteful or fail the good judgment test, please contact the Office of Advancement and Communications.

Section 3:       Content

3.1.   Editors are encouraged to work with the Communications Specialist to ensure topics and content are appropriate and relevant to PCC and its programs and services.

3.2.   Use good judgment about content and respect privacy laws.

3.2.1. Do not include confidential information about yourself, the College, its staff, or its students as doing so may result in disciplinary action in accordance with PCC Policy 5.19 Employee Disciplinary Policy.

3.3. You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

3.3.1. 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.

3.3.2. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations.

3.3.2.1. Provide a link to the original material if applicable. (See Policy 2.16 Copyright and Fair Use Policy for more information.)

3.3.3. 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 Public Information)

3.4. Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited.

3.4.1. You may not use the PCC name to promote any opinion, product, cause, or political candidate.

3.5. 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.

3.5.1. Inappropriate social media content will be removed from the respective site by the Office of Advancement and Communications.

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**Legal Citation**: U.S. Copyright Laws (17 U.S.C. §§ 101-108) and the Digital Millennium Copyright Act of 1998 (17 U.S.C. §§ 120)

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**History**: Effective January 2012; Revised November 2012, Cross-references PCC Policy 2.16 Copyright and Fair Use Policy, Policy 5.19 Employee Disciplinary Policy, and Policy 8.1 Public Information

**Exhibit 8.3**

# Social Media Request Form

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 Office of Advancement and Communications 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 Policy 8.3 Social Media Policy. A representative will contact you within approximately two weeks to discuss your request. If you have additional questions, please contact Daniel Statum at **daniel.statum@piedmontcc.edu** or (336) 322-2197.

**General Information** *(please print or type)* **:**

| | |
|---|---|
| Site Name | |
| Department/Club/Organization | |
| Primary Site Editor | |
| E-mail / Phone | |
| Secondary Site Editor | |
| E-mail / Phone | |
| Username for posting *(if applicable)* | |

**Purpose of Page:**

| |
|---|
| |

**Select a Social Network:**

| Facebook | Twitter | YouTube |
|---|---|---|
| Other (please list) | | |

**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 PCC Policy 8.3 Social Media.*

Primary Site Administrator _____

Secondary Site Administrator _____

Approval of Dean/Director_____

Authorization of VP/President_____