8.3 Social Media

Last Revised: March 2025

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 the community.

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.

Approval Authority/Monitoring Authority: Piedmont Community College's Board of Trustees has approval authority. The Vice President, Student Development and the Director, Marketing and Communications/PIO have monitoring authority for this policy.

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 Marketing and Communications Office staff.

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

1.2. To request the creation of a new social media account on behalf of PCC, complete and submit a marketing ticket with the Social Media Request Form (Exhibit 8.3 Social Media Request Form).

1.2.1. Social media accounts which have not been approved by the Office of Marketing and Communication, are not considered official and the College is not responsible for content.

1.3. The Director, Marketing and Communications/PIO 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 Marketing 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.

2.1.1. Only PCC employees may serve as administrators on a PCC social media account.

2.2. When a PCC employee serving as an administrator/editor of an account leaves the College for any reason, the Office of Marketing and Communications must be contacted as part of exiting procedures.

2.2.1. The appropriate supervisor will have the responsibility of naming a new administrator/editor for the account and notifying the Office of Marketing and Communications.

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 must notify the Office of Marketing and Communications before adding a new editor to the account.

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 Marketing and Communications and their immediate supervisor.

2.5.1. Should anyone become aware of imminent danger, please first call 911 and then contact College Safety.

Section 3: Content

3.1. Editors are encouraged to work with the Department of Marketing and Communications 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, its students, or any inappropriate content, as doing so may result in disciplinary action in accordance with PCC Policy 5.19 Employee Disciplinary Policy.

3.3. Editors may not post 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, editors agree that they own or otherwise control all the rights to that content, that use of the content is protected fair use, that they will not knowingly provide misleading or false information, and that the College is held 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. A PCC Model Release form should be on file for any College student or employee whose photos appear on a social media site as required by Policy 8.1 Public Information.

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

3.4.1. Editors 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 Marketing and Communications.

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)

History: Effective January 2012; Revised November 2021, April 2025

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 Marketing 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 Felicia Holt at **felicia.holt@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_____