SOCIAL MEDIA

I. PURPOSE

Provides procedures and guidelines for the creation and maintenance of a structured and engaging online social media presence for the college using existing social media websites to strengthen relationships and improve communication with students, prospective students, alumni, employees and the community.

II. POLICY

A. The college will hold a two-tier social media presence, consisting of a primary and secondary social media presence. The primary social media presence will consist of a single official social media page within selected social media websites, while the secondary social media presence will be made up of numerous pages developed for specific interests within the college.

B. Official platform selections and the guidelines related to the administration of each social media platform in use are specified in the document Selected Social Media Platforms in Use found on the WCJC intranet site.

C. College news, events and information will be posted on official social media pages on a regular basis to inform all followers of up-to-date information regarding the college and campus activities.

D. Employees may take part in the college’s online social media efforts by requesting the creation of secondary social media pages on the college’s chosen social media website(s) for college departments, divisions, and/or faculty sponsored student organizations. Employees seeking to build web content related to the college on any website other than the selected official social media site(s) for WCJC, must submit a Social Media Page Request form found on the WCJC intranet site to the Internet Marketing Coordinator and receive approval before the page is constructed.

E. All official social media pages must have a WCJC faculty member or college administrator serve as page administrator.

F. Social media pages directly related to college students or college activities that are created by individuals other than college employees should not attempt to represent themselves or their group as official affiliates of WCJC.

G. College employees are not allowed to create and/or maintain unofficial social media pages related to the college.

H. Social media is not an appropriate venue for engaging students in classroom instruction or classroom communication. Social media should be used to engage the largest populations and groups within the college that offer information for an unlimited amount of persons who wish to subscribe.

(POLICY APPROVAL: 10-16-12, Board of Trustees, amended 8-19-14)

III. BACKGROUND

Social media offers a wide range of opportunities to connect with individuals interested in information about the college. Participation in social media expands the college’s communications reach, strengthen appeal to the target demographic, and promote the college’s educational mission online.

IV. DEFINITIONS
Primary social media presence- the main focus of a college’s social media outreach online, containing general college information and events that pertain to a large group and news that is of interest to the college as a whole.

Secondary social media presence- all other official social media sites related to the college that represent factions of individuals, departments of study or other organizations. Posts on secondary pages are related to a specific group of people, rather than to the college as a whole. (i.e.: A WCJC Nursing page will only make posts relevant to current and potential students in that program.)

Official social media page- a page within a social media website that is deemed and marked by the college to be an official representation of the college. This differentiates the page from any other pages that may be created by others and searchable online.

V. PROCEDURES

A. The Office of Marketing and Communications is responsible for administering the college’s primary social media presence. Social Media Page Requests are subject to approval by the Internet Marketing Coordinator. Social media pages discovered online that appear to be administered by non-employees will be evaluated on an individual basis and action taken will be determined by the Internet Marketing Coordinator.

B. Employees who wish to submit an item for the college’s primary social media page should submit the information to the Internet Marketing Coordinator using the form titled Submissions for Primary WCJC Facebook/Home Page found on the WCJC intranet. Employees are advised to plan in advance when requesting postings. All information submitted will be considered for posting, though decisions regarding posting will be left to the discretion of the Internet Marketing Coordinator and are not guaranteed upon submission.

C. Employees who wish to develop an official WCJC secondary social media page must receive approval to do so by filling out a Social Media Page Request, found on the WCJC intranet site, and submit it to the Internet Marketing Coordinator for approval.

D. Upon approval, the Social Media Page Request must be filed with the Internet Marketing Coordinator. The requester will then arrange for social media training with the Internet Marketing Coordinator.

E. Once the requester has completed social media training, the page will be created through an arrangement with the Internet Marketing Coordinator and the page administrator will be designated as an administrator within the platform.

F. Social media pages should be maintained and be kept as up-to-date as possible. If the page administrator fails to update inaccurate or out-of-date information, the Office of Marketing and Communications reserves the right to contact and advise the page administrator to either update or delete the page, and may contact WCJC Webmaster for removal of the page link from the Social Media Index on the main website.

G. Any social media page, on which viewer comments are visible, must be strictly maintained and any profanity posted by viewers or material that violates the WCJC Social Media posting policy, must be immediately removed from the page. Page administrators are responsible for administering social media pages according to the guidelines set in the document titled Selected Social Media Platforms in Use, which is available on the intranet. All questionable activity on official WCJC social media pages should be immediately reported to the Internet Marketing Coordinator.

VI. GUIDELINES

A. Information posted must conform with local, state and federal law, as well as WCJC policies. All content posted by page administrators must be directly related to college business, programs, and/or services, and must not promote political views or individual opinions that are not directly related to
college purposes.

B. All copyright and trademark laws apply. Employees must obtain copyright permission and publicity releases to publish text graphics, and photographs that are not in the public domain.

C. Uploaded photos must relate directly to the College and/or student life and should not be used as a promotional tool for programs, products or services outside the College. Publicity release forms must be completed and remain on file in the office of the page administrator.

D. Use of WCJC’s name, trademarks, official logos, and other copyrighted materials must be in accordance with WCJC policies.

E. The Office of Marketing and Communications reserves the right to remove, or advise any page administrator to remove, comments or photographs from an official social media page that are deemed inappropriate or not in the best interest of the College.

F. Employees are encouraged to become active participants in the college’s online social media community.

ZC/BAM
10-16-12
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