Columbia Gorge Community College
Official Social Media Policy
2013-2014

Purpose

This document outlines the publication policy for Columbia Gorge Community College's (CGCC) social media. The CGCC's involvement on social media is intended to provide the College community with a venue to come together online to share thoughts, ideas, and experiences through discussions, postings, photos, and videos.

CGCC's involvement with social media aims to provide the College community with up-to-date College information and the opportunity to communicate with other College constituents. This policy is intended to outline proper use guidelines in order to ensure the most effective use of the College's social media.

This policy addresses the College's social media outlets. In general, individual faculty and/or student organization pages are not included in this policy; however, if an employee or student group at the College uses social media that could be affiliated with the College, the address and contact information for the person responsible for the page should be forwarded to socialnetworking@cgcc.edu. The College does not take any responsibility for pages developed by others.

Participants of the CGCC social media and those who create social media accounts associated with CGCC should refer to the College's Electronic Information Resources and Internet Policy (G:\SHARED\CGCC\FORMS~\IT Forms) and the CGCC Social Media Disclaimer (pg. 3).

This policy may be adjusted to reflect issues that may arise in the management and implementation of the page or for any other reason that supports the College's priorities for the page.

Responsible parties
The college's primary social media pages are run by the marketing coordinator. Those who wish to contribute information for the CGCC social media or who have general questions about CGCC social media should email: socialnetworking@cgcc.edu.

The social media e-mail address (socialnetworking@cgcc.edu) is owned by a staff member of the IT Department. The marketing coordinator has access to this e-mail account in order to respond to messages in a timely manner.

Brand and Image

The CGCC logo should be used as the main profile of the social media being used. The logo should be the most current. The title of the social media site should be "Columbia Gorge Community College", if the title allows. If there is a number limit on characters, "CGCC" should be used.

Content development
All content must relate directly to College business, programs, and/or services. The content on all social media sites should be related to the College's mission and core themes. Content placed by social media representatives on CGCC affiliated sites cannot promote individual opinions or causes which are not directly related to College purposes.

Content should be short and written in active voice. Remember to consider the audience; the style and tone of content should be direct and student-oriented.

College administrators, staff, faculty, and students who would like to add content to any of CGCC's social media sites can e-mail socialnetworking@cgcc.edu. They can add appropriate material to the facebook page with or without contacting the social media representatives via e-mail.

Photos and videos
Uploaded photos and videos 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. All photos and videos must adhere to existing College policy as found in the student and employee handbooks.

Updating and adding content
The social media content should be maintained and as up-to-date as possible. In general, the more frequently the content is updated, the more users will access the social media sites. Dated material needs to be removed as soon as reasonably possible.

Appropriate Usage
Because the CGCC social media is an interactive tool, administrators should monitor the social media sites closely and frequently to supervise user conduct. Any questionable conduct should be reported to the marketing coordinator.

Users should abide by the College's Electronic Information Resources and Internet Policy, the CGCC Social Media Disclaimer, and also the terms and conditions of the social media site.

Facebook encourages all users to report abusive content. To make a report, follow the "Report Link" on the Facebook page. Reasons for reporting another profile to Facebook include:
    1. Nudity/Pornography
    2. Fake/Imposter Profile
    3. Racist or Hate Speech
    4. Cyber Harassment or Cyber Bullying
    5. Threatening Language
    6. Unwanted Contact

Objectionable Content

Objectionable content is defined as any data, text, software, music, sound, photographs, images, video, messages, or any other materials generated by users and publicly posted on social media that violates Columbia Gorge Community College's Social Media Disclaimer.

Removal Process
When a user posts objectionable content an administrator will:
1. Log the occurrence by noting the person's username, content of the offense, date, time, and make notes as necessary.
2. Remove the objectionable content from the page, if necessary.
3. Contact the user and explain that content was removed for violating the College's Electronic Information Resources and Internet Policy, the CGCC Social Media Disclaimer, and/or the terms and conditions of Facebook.

CGCC Social Media Disclaimer:

Terms of Use
By posting content on CGCC's social media sites, users agree to comply with Columbia Gorge Community College's Electronic Information Resources and Internet Policy. The user represents, warrants, and agrees that no content submitted, posted, transmitted, or shared will infringe upon the rights of any third party or contain defamatory, discriminatory, or otherwise unlawful material.

Columbia Gorge Community College reserves the right to alter, delete, or remove (without notice) any objectionable content and remove or ban users at its absolute discretion.

CGCC Facebook

Responsible parties
The marketing coordinator is the administrator for the primary CGCC Facebook account. Secondary Facebook accounts may be created but must follow all of CGCC's social media policies. Those who wish to contribute information for the CGCC page on Facebook or who have general questions about the page should email: socialnetworking@cgcc.edu.

"Like"
Current Facebook users are able to "Like" a certain page (previously known as "Becoming a Fan.") This means that the person is able to interact on the page and receives updates sent out about events. These users cannot be censored by administrators and are only censored by the terms and conditions of Facebook (*http://www.facebook.com/terms.php*). Facebook establishes many guidelines in regard to language, posting pictures and videos, and various other topics. Be sure to read the guidelines carefully and report fans that violate any terms or conditions.

Brand and Image
The CGCC logo should be used as the main profile of all CGCC facebook pages. The logo should be the most current. The title of the facebook page should be "Columbia Gorge Community College." Other

College facebook pages should follow the same model of "CGCC" followed by a hyphen and the specific area. (For example, "CGCC Bookstore.")

The url code should be selected as the same name as the title, if possible. (For example, facebook.com/cgccbookstore.)

Facebook Disclaimer
In addition to the College's Social Media Disclaimer, facebook users agree to comply with the terms and conditions of Facebook.

CGCC Twitter

Responsible parties
The marketing coordinator is the administrator for the primary CGCC Twitter account. Secondary Twitter accounts may be created but must follow all of CGCC's social media policies. Those who wish to contribute information for the CGCC Twitter account or who have general questions about the account should email: socialnetworking@cgcc.edu.

Brand and Image
The CGCC logo should be used as the main profile of the Twitter account. The logo should be the most current. The title of the Twitter account should be "CGCC." Other college Twitter accounts should follow the same model of "CGCC" followed by a hyphen and the specific area. (For example, "CGCC Bookstore.")

CGCC Youtube

Responsible parties
The Youtube account is managed by an IT Department staff member as well as the Director of Online/Distance Learning. Those who wish to contribute information for the CGCC Youtube or who have general questions about Youtube should email: socialnetworking@cgcc.edu.

Brand and Image
The CGCC logo should be used on the Youtube site. The logo should be the most current. The title of the social media site should be "CGCC Live."