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ADMINISTRATIVE RULE

Rule Number/Name:	080.005.000 – Social Media
Responsible Department:	President’s Office
Authority:	Executive Director of Infrastructure

Overview

This document outlines the publication rules for social media at Columbia Gorge Community College (CGCC). CGCC’s involvement in social media is intended for sharing thoughts, ideas, and experiences through a variety of social media platforms.

Applicability

Social Media Committee and other staff/student groups wishing to utilize social media

Administrative Rule Statement

For the purpose of this administrative rule (AR), the term “social media” is understood as any form of public internet media and communication.

This AR addresses only the college’s official social media outlets. However, if a CGCC employee or student group uses social media that could be affiliated with the college, following CGCC Social Media Guidelines is strongly recommended. The college does not take any responsibility for social media accounts developed by others.

Official college social media accounts must be in compliance with any and all applicable board policies, administrative rules, and/or operating procedures created or implemented by Columbia Gorge Community College.

This AR may be adjusted to reflect changes in social media or for any other reason the college sees fit.

Other Sections Specific to the Administrative Rule

Responsible Parties



ADMINISTRATIVE RULE

The marketing coordinator makes decisions regarding social media content on an ongoing basis in accordance with this policy and the CGCC Social Media Guidelines.

Brand and Image

Where applicable, users/creators of social media should use the established CGCC logo, colors and fonts.

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

Updating and adding content

Any interested party who would like to add content to any of CGCC's social media accounts should contact the marketing committee who will moderate and post the content.

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 social media sites.

Appropriate Usage

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

Terms of Use

By posting content on CGCC's social media sites, social media representatives agree to comply with this document. 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.

Objectionable Content

Objectionable content is defined as any content generated by users and publicly posted on social media that violates any Columbia Gorge Community College policy, procedure or code of conduct.



Removal Process

When a user posts objectionable content an administrator will:

1. Log the occurrence by noting the person's username, the content of the offense, date, time, and make notes as necessary.
2. Remove the objectionable content from the page.
3. Contact the user and explain that the content was removed.

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

Definitions

1. *Social Media*: Any form of public internet media and communication.

Further Information

Executive Director of Infrastructure
ddehaze@cgcc.edu
(541) 506-6090

Appendix

1. CGCC Social Media Guidelines
2. CGCC Online Style Guide – <http://cgcc.edu/styleguide>
3. Official CGCC Social Media Accounts - <http://cgcc.edu/social>