Holyoke Community College
Social Media Guidelines
Adopted: May 3, 2010 by the HCC Web Team
Revised February 17, 2012

Introduction

Social media offers HCC a tremendous opportunity to connect with and better serve its community. These guidelines were drafted in an effort to address use of blogs, Facebook, Twitter, and social networking sites and tools by Holyoke Community College (HCC) and its employees. Employees using these college resources shall have no expectation of privacy over such use.

In developing these guidelines, the marketing and communications staff drew upon the excellent resources made available by the University of Kansas, DePaul University, IBM, and the Social Media Business Council, in their *Disclosure Best Practices Toolkit*. These and other social media resources can be found at:
http://brandresources.depaul.edu/vendor_guidelines/g_socialmedia.aspx ,
http://www.socialmedia.org/disclosure/, and
http://www.ibm.com/blogs/zz/en/guidelines.html.

Those wishing to launch and maintain a Facebook page or other social media account on behalf of an HCC department, student club or organization, or any other officially sanctioned HCC entity or activity must first meet with the college's director of marketing and communications for guidance about requirements specific to Facebook pages and practical tips for optimizing your Facebook presence.

General questions regarding the use of social media or these guidelines should be referred to the Marketing and Communications office at (413) 552-2183, communications@hcc.edu.

Social Media General Requirements

College staff and those of HCC-affiliated programs or activities that manage or in any way participate in social media on behalf of HCC (including officially-sanctioned student clubs and organizations) must be familiar with and adhere to applicable laws and college policies, including but not limited to those outlined in HCC's *"Acceptable Use of Information Systems"* and *"Use of Copyrighted Material"* college policies pursuant to The Family Educational Rights and Privacy Act (FERPA); social media sites' terms of use and codes of conduct, the Commonwealth's public employee conflict of interest laws; and the requirements and guidelines outlined in this document.

In summary, these documents address responsibilities and obligations associated with access to computer systems and networks owned or operated by HCC; HCC and social media sites' communications standards; applicable local, state and federal laws; ethics; privacy; and intellectual property rights.

Posting Social Media Content: Facebook, Blogs, etc.

Social media can create numerous issues for the college. For example, most people do not realize that by posting college content to Facebook, they authorize Facebook to make copies of the college content posted and to use the content for virtually any purpose. In addition, copyright claims could be asserted against the college if a department posted content (such as text, image, or video) in which a third party claims a copyright. Further, posting of inappropriate content, could subject the college to embarrassment or legal action.

Before you post—Dos and Don'ts:

Remember that content posted may be redistributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Content should not be posted unless it is related to official college business and is consistent with the college's mission. Share only information appropriate for the public.

Content that promotes or depicts illegal activity, is threatening or harassing, includes obscenities, or defames a person, is prohibited. Further, social media shall not be used for political or commercial purposes.

Do not include any personally identifiable information that can be used to locate someone offline. This includes anyone's screen name, personal photo, hobbies, identification numbers such as social security numbers or student IDs, addresses or phone numbers (other than authorized business addresses or phone numbers).

Do not upload, post, transmit, share, store or otherwise make publicly available on the site any private information of any third party, including addresses, phone numbers, email addresses, Social Security numbers and/or credit card numbers.
Student record information shall not be transmitted via Facebook or other social media.

The Family Educational Rights and Privacy Act (FERPA) protects the privacy of student education records. The college must have written permission from a student in order to release any information from his or her education record, other than directory information as defined by HCC. In order to comply with FERPA, the college's email system (and not Facebook) must be used when communicating about an issue involving a specific student. For questions regarding FERPA, contact the registrar, at (413) 552-2550, tsbalbi@hcc.edu.

To avoid discrepancies and minimize the need for updating, social media shall not be used to post policy or detailed information, for example, program admission criteria. Rather, users should be directed to the official college sources (electronic and print publications) for such information.

Use of college logo, marks, and images

Use of college marks, such as logos and graphics, must comply with the college's graphic identity, image use, and style guidelines available from the marketing & communications department. Questions regarding the use of college marks should be

directed to the marketing and communications office at (413) 552-2183,
communications@hcc.edu.

Use of copyrighted or proprietary materials
All faculty, staff and students must adhere to the college's *"Use of Copyrighted Materials"* policy and respect the intellectual property of others and use works owned or created by others only to the extent such use is permitted by law. The college must secure written permission prior to using/incorporating any copyrighted or proprietary materials. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the doctrine of "fair use." This includes music, art, literary works, copyrighted photographs or texts, snippets of copyrighted video, audiovisual works and sound recordings, or information considered to be a trade secret by a college contractor. Questions regarding fair use and HCC's *"Use of Copyrighted Materials"* policy can be directed to the Vice President of Administration and Finance at (413) 552-2800; email: bfogarty@hcc.edu.

Questions about the appropriateness of a posting should be addressed to director of marketing and communications (413) 552-2183, communications@hcc.edu.

Use of e-commerce
At present, HCC has not authorized the sale of college publications, products, or paraphernalia via e-commerce.

Use of people's images
The marketing and communications department makes it a practice to obtain permission in the form of a model release from individuals whose readily identifiable images will be used to promote the college on the web and in publications. We encourage this practice among other college departments. Forms may be downloaded at http://www.hcc.edu/about-hcc/college-offices/marketing-communications.html.

Because there is no expectation of privacy, the marketing and communications department does not obtain model releases from those participating in and/or attending public and HCC events and activities, including but not limited to commencement, alumni events, open houses and information sessions, student activity period events, as well as other gatherings. Use of identifiable images of minors is prohibited without written permission from parent or guardian.

Sharing content: posting "share" buttons
A "share link" is a button and/or a text link appearing on a webpage that, upon being clicked by a user, enables the launch of a sharing mechanism through which users can share with others or post to their own member profile, links and content from that page. Use of such links is permissible and users should consult with the director of marketing and communications for details.

Social media: "comments" guidelines
Holyoke Community College encourages interaction from social media users, but is not responsible for comments or wall postings made by visitors. Comments posted also do not in any way reflect the opinions or policies of the college.

HCC asks that people making comments on HCC pages show respect for other users by ensuring the discussion remains civil, especially since sites such as Facebook allow individuals as young as age 13 to join. Comments and content are also subject to the site's Terms of Use and Code of Conduct.

HCC reserves the right but assumes no obligation to remove comments that are not related to official college business, are inconsistent with the college's mission, are racist, sexist, abusive, profane, violent, obscene, spam, advocate illegal activity, contain falsehoods, are off-topic, or libel, incite, threaten or make personal attacks on HCC students, employees, guests or other individuals.

The college reserves the right to block and ban users as appropriate.

Messages selling products or promoting commercial or other ventures are not permitted.

Administrators who delete a post or a comment might want to consider whether to send an email to the author explaining why the post was removed. You might also consider whether it is appropriate to post a remark stating in general terms what the post was and why you took it off. If you are criticized for infringing on users' right of free speech, acknowledge those posts, open up the comment thread, and encourage comments. Generally, people understand and support page managers who practice fairness, transparency, and full disclosure.

Facebook encourages all users to utilize the "Report" links when they find abusive content.

Social media: negative comments
Negative comments can be challenging to deal with, particularly those that land beyond the border of respectful communication, but far short of an offense grievous enough to warrant removal (see "Comments" section above). It takes restraint to deal with negative comments. In some cases, you can resolve a problem with a careful response. Always try to:

• Provide a polite and friendly answer to the question/criticism.
• Direct him/her to a source of information/assistance or offer to assist if you can.
• Remember that a negative comment is an opportunity to showcase HCC.

Sometimes, no response may be the best response of all. If your attempts to resolve or assist are rebuffed and it is clear that nothing productive can come of further interaction, let subsequent posts go without comment. Often, friends or fans will counterbalance the

negative feedback with their responses. Other content managers and HCC's director of marketing and communications can provide support and feedback if you are struggling with negative comments.

Reporting problems

Facebook accepts complaints regarding abuse and other issues, for example harassing messages. This can be done via "Report" links below a piece of content, or located via Facebook's "help" page. Twitter users should report abuse of Twitter Rules and/or Terms of Service to terms@twitter.com. Problems or concerns regarding the use of a college Facebook page, Twitter account, or blog should be reported immediately to the director of marketing and communications.

Personal/unofficial blogs & posts

If an HCC employee writes anything related to the business of HCC on personal pages, posts, or comments, they must clearly identify their official title and affiliation with the college. The manner of disclosure shall make it clear to the average reader that the employee is stating an official position of the college.

Employees will specifically clarify which posts/comments are their own opinions vs. official HCC statements.

Writing that does not mention HCC-related topics does not need to mention the employment relationship.

If employees blog anonymously, they should not discuss matters related to the business of HCC. If HCC-related topics are mentioned, they should disclose their affiliation to the college.

Creating and Managing a Facebook Page

If you wish to launch a Facebook page, first meet with the director of marketing and communications, (413) 552-2183; for guidance about requirements outlined in this document and practical tips to help you understand your relationship and responsibility for pages you create, and help you optimize your Facebook presence.

Facebook page registration

Pages created by a department on behalf of the college must be created as "Facebook pages" rather than groups or personal profiles. A Facebook page is a profile used by an entity (i.e. a non-individual) for business purposes; authorized representatives of the college are the only people allowed to create pages.

Facebook page creators and administrator(s)

At present, Facebook page creators have permanent, non-revocable, non-transferable, super-administrator rights over the pages they create. Should they leave HCC, they retain the right to remove any and all other administrators, edit content, even delete the page. To reduce the number of potential problems down the road, it is recommended that a permanent, long-term employee create the page. You may also ask the college

marketing and communications office to create the page. **This is solely for the purpose of maintaining HCC ownership of the page. The administrators designated by the department or program will control content and maintain the page as described in this document.**

To comply with Facebook terms of service and enable the college to track authorized college pages, any group or department wishing to create such a page must provide the marketing and communications office with the name and contact information for the individual(s) who will be authorized by the department to administer the page on an ongoing basis.

In addition, the department's initial page creator must include HCC's director of marketing and communications as a page administrator. While the director of marketing and communications does not intend to actively engage in maintaining or monitoring department sites, this designation will enable the marketing & communications department to properly track college Facebook pages and respond quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page.

With limited exceptions, **students may not be named as page administrators.** To discuss student page administration, please contact marketing and communications. No student may administer a page without the prior approval of the director of marketing and strategic communications, dean of student affairs, **and** the coordinator of student clubs and activities. Page administration rights for students are to be granted on a per semester basis only.

Account security
The department's authorized page administrator(s) must maintain the security of his or her Facebook password and is fully responsible for all use of and any actions that take place using his or her account, including those that result from the negligent failure to protect his/her user ID against unauthorized use. Any changes in the designated page administrator(s) must be promptly communicated to the director of marketing and strategic communications. Departments may not register for more than one User account, or register for a User account on behalf of another individual, group, or entity.

Graphics
Facebook pages should feature the department or program's official image or identifying mark if one exists. If one does not, contact the director of marketing and strategic communications to discuss creation of an appropriate mark. Departments and programs also are encouraged to use photographs to display campus beauty. Photos suitable for web posting are available through the director of marketing and communications.

Collecting user information
Facebook may not be used to collect personal information of users. Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

Facebook page monitoring

Facebook pages must be monitored and updated on an ongoing basis by the departments or units that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. Minimally, pages should be reviewed on a daily basis, and ideally they should be checked morning and afternoon. To be effective, pages must be dynamic and updated more frequently than a website. A stale page can cause more damage to the image of an entity than having no page at all.

Tips for Successful Social Media Interactions

Be responsive

Social media demands a degree of responsiveness that many are unaccustomed to providing. While you aren't required to be available 24/7, you are expected to check in and respond as necessary on a daily basis, Monday-Friday.

Be transparent

- Whenever possible, always identify yourself, your relationship with HCC, and any other relevant affiliations from the very first encounter.
- Provide a means of communication (e-mail, v-mail, etc).
- Never use a false or obscured identity or pseudonym.

Be honest

- When it comes to honesty and accuracy, be the first to respond to your own mistakes. If you make an error, acknowledge and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- Be honest.
- Proactively ask bloggers to be transparent about their relationship with you and/or HCC.
- Never ask bloggers to fabricate an endorsement or write anything they do not believe.

Respect others

- Respect differing viewpoints and personalities.
- Keep in mind that the absence of body language and/or intonation makes it difficult to interpret meaning. If emotion is included in a post, clearly label it. Separate opinion from non-opinion and clearly label it. Always clarify.

Respect the work of others

- Respect copyright and fair use.
- Always get permission to use content created or supplied by others.
- Always give credit when using content created or supplied by others.