

Social Media Procedure	Procedure Number	8.4P
	Effective Date	May 10, 2017

1.0 PURPOSE

In accordance with Social Media Policy 8.4, this document outlines the publication guidelines for Laramie County Community College’s official pages on social media (e.g. Facebook, Twitter and YouTube). These online social utilities allow individuals or groups of individuals to create a place for a group of people to come together online to post information, news and events. LCCC’s social media presence is intended to provide the college community (prospective students, current students, employees, alumni and the community at large) with a venue to share thoughts, ideas and experiences through discussions, postings, photos and videos, as well as to expand brand awareness, post announcements and serve as a marketing tool. Use of the college’s logos or name requires approval from LCCC’s Social Media Management Team at web@lccc.wy.edu.

- A. LCCC’s social media provides the college community and other constituents with up-to-date College information and the opportunity to communicate with page administrators and other page users. This procedure is intended to outline the most effective use of these pages.
- B. This procedure addresses the College’s official presence on social media sites as well as personal pages where the individuals, including employees and students, identify themselves as representatives of the College.
- C. Personal accounts where individuals do not identify themselves as being affiliated with LCCC are not included in this policy.
- D. Because the technology that drives web communication changes rapidly, this procedure may be adjusted to reflect issues that may arise in the management and implementation of the pages or for any other reason that supports the College’s priorities for the pages.

2.0 REVISION HISTORY

Adopted on: 3/20/17 (This procedure replaces Social Media Procedure No. 7.1P.)

3.0 PERSONS AFFECTED

The Laramie County Community College Public Relations Office, Admissions Office, Official Student Groups and their Advisors who use social media as well as individuals identifying themselves as representatives of the college and other college entities are affected by this policy.

4.0 DEFINITIONS

- A. *Social Media* – Primarily internet- and mobile-based tools with a primary purpose of sharing and discussing information. The term refers to activities that integrate technology, communications and social interaction through words, pictures, videos and audio including streaming/live casting.
- B. *Content* – Words, pictures, videos or audio
- C. *Postings* – Content published on social media pages.
- D. *Social Media Management Team* – LCCC Public Relations and Admissions employees who are responsible for the College's official social media sites.

- E. *Social Media Administrators* – Employees or students who manage an official LCCC social media account.
- F. *Independent Sites* – Blogs, websites, and social media pages that are not officially linked to LCCC’s website or social media pages.
- G. *College Entity* – Any division, department, official student group or office at the College.
College Representative – Any individual who identifies himself or herself as an LCCC employee or student.

5.0 PROCEDURES

- A. Goals
 - 1) The social networking sites administrated by LCCC will support and enable recruiting, retention and alumni relations by:
 - a. Fostering interactivity among prospective students, current students, employees, alumni and the community at large
 - b. Sharing information, news, events, and topics of interest about LCCC
- B. LCCC Content
 - 1) All content must relate to College business, programs and/or services, which may include the College’s community partners.
 - 2) Uploaded photos and videos must relate directly to the College. Content should be material that would be appropriate on the College’s official website.
 - 3) Content should be updated frequently by the social media administrators.
 - 4) LCCC’s social media administrators should monitor pages closely and frequently. Questions/negative content should be addressed within two business days.
 - 5) Review the LCCC Social Media Guidelines for best social media practices.
- C. Public Postings
 - 1) Laramie County Community College respects diverse opinions tempered with personal responsibility. Our goals are to encourage open dialogue and promote a sense of community on LCCC-related social networking sites. Public postings submitted by individuals or external entities do not in any way reflect the opinions of the College.
 - 2) Please be aware that all content and posts are bound by the Terms of Use of each social networking site and Laramie County Community College’s policies and procedures and guidelines. In addition, LCCC reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening or profane language aimed at creating a hostile or intimidating environment. Content may be removed without prior notice.
 - 3) Social media administrators may not provide any content to a Social Media Site that may be construed as political lobbying, solicitations or contributions.
- D. Independent Sites for College Units and Student Groups
 - 1) Laramie County Community College supports official student groups and College entities using the official LCCC website and social media pages, and discourages the use of individual websites, blogs or social media pages. Independent sites will follow the procedures as stated in section 5.0 A-C.


- a. Reasons
 - i. People are more likely to start searching for an LCCC-related group from the LCCC site. The group's site will show up in search results on the LCCC website; external sites do not.
 - ii. Site will be ranked higher in Google search results.
 - iii. It's free.
 - iv. No technical skills are needed, and technical support is included.
 - v. Maintenance is less work.
 - vi. Quality control is included.
 - 2) Student groups and College entities may work with outside vendors or products and create independent websites, blogs or social media pages with prior approval from social media administrators. The outside source must be vetted by the social media administrators. In accordance to the College's Privacy Policy and Disclaimer, Laramie County Community College is not responsible for the privacy practices or content of these sites.
 - 3) If College entities and student groups wish to link the social media sites they manage from the official LCCC website, they must contact the LCCC Social Media Management Team to register an LCCC employee as a social media administrator. The social media administrator will supervise the site (such as a student club advisor) and provide login access to the account. The Social Media Management Team will determine the appropriate page on the LCCC website from which to link. The College reserves the right to remove the link if the site is not maintained. The Social Media Management Team will attempt to contact the registered social media administrator to address concerns about the site before removing the link.
- E. Individuals Identifying Themselves as Affiliated with the College
- 1) In cases where individuals identify themselves as an employee or student of LCCC, the following language should be included in the account description or personal bio:
 - a. In cases where the word count permits: "Content does not necessarily reflect the views/opinions of LCCC."
 - b. For platforms with restrictive word counts: "Posts are my own."
- F. Responsible Parties
- 1) The Social Media Management Team maintains Laramie County Community College's official social media accounts. An LCCC employee who is registered with the Social Media Management Team will maintain independent websites, blogs and social media pages that are created by College entities, LCCC students and student groups and linked from the official LCCC website.
- G. Confidential Information
- 1) Do not engage in any conversations or post any information regarding student records. Some examples of student records include names, admission status, GPA, Social Security number, and any/all other information that would be covered by FERPA. "The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education." If students request help, you can direct them to a secure discussion platform, such as phone or email.

- 2) Protect confidential medical records, as specified by HIPAA: The Health Insurance Portability and Accountability Act of 1996 (HIPAA), Public Law 104-191 Privacy Rule protects all "individually identifiable health information" held or transmitted by a covered entity or its business associate, in any form or media, whether electronic, paper, or oral. Examples of protected information include: "...the individual's past, present or future physical or mental health or condition, the provision of health care to the individual, or, the past, present, or future payment for the provision of health care to the individual, and that identifies the individual or for which there is a reasonable basis to believe can be used to identify the individual."
- 3) LCCC employees are expected to abide by National Junior College Athletic Association regulations when interacting and communicating on social media platforms:
http://www.njcaa.org/eligibility/eligibility_rules

6.0 COMPLIANCE

If the persons affected by this procedure violate it, they will be subject to disciplinary action as set by LCCC's Discipline for Employees rule (6.10 and 6.10P) or Student Conduct Policy (3.15 and 3.15P).

Anyone wishing to begin or administer a social media site associated with LCCC must comply with these procedures and follow the guidelines set forth in the Social Media Use Guidelines, available from the Social Media Administrators.

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s)	Information Technology Governance Committee Chad Marley, Chief Technology Officer	2/14/17
Approval by President's Cabinet		3/10/17
Ratified by College Council	College Council Co-chair Jeri Griego	3/20/17
Approval by President (Signature)		3/20/17

LCCC Social Media Guidelines

Social media usage at Laramie County Community College (LCCC) is governed by LCCC social media policy.

Consider Before Getting Started

1. Who will manage your social media presence? Ideally, this is more than one person with a common goal and plan.
2. How much time can you dedicate to sharing and developing content and monitoring the account? This includes regular content updates, checking accounts daily and responding as necessary.
3. Are you committed? It takes time to develop a social media presence, meaning it could take quite some time to establish a community.

Getting Started

To start a new official LCCC social media page, contact the Social Media Management Team at web@lccc.wy.edu. Provide them with:

1. LCCC program/area requesting the social media account.
2. Account administrators names and contact information.
3. Short description of the intended purpose/goals and audience of the account.
4. Name you intend to use for the account.

The Social Media Management Team will assist as necessary to set up the account. Access to the account must be provided to the Social Media Management Team in case assistance is needed in managing negative situations, crisis communication for the campus or if the account becomes inactive.

Best Practices

Be active.

Social media presence requires time and commitment. Check on these sites daily, and post fresh content several times a week. You are an important voice in our community.

Be timely.

One of the great benefits of social media is the ability to share information almost instantly with an audience. This timeliness is also expected by the audience. Be prepared to move quickly in response to new developments, announcements or emergencies relevant to your account.

Comment and be a valued community member.

Don't just talk about your program or department – comment on and share the best information you find from trusted sources outside of LCCC, including the good work of others related to LCCC or the community. This will increase the value of your site and also will ensure you are a valued member of the community and not just tooting your own horn. Aim for engaging the audience 80 percent of the time and promoting your program 20 percent of the time.

Be respectful.

Anything you post in your role as an LCCC employee or student reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with naysayers on your site.

Be transparent.

Make it clear that you are blogging / tweeting / posting, etc. in your role as a staff/student member for LCCC. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions. Use your own “voice.”

Listen.

Being a consumer of social media is essential to your ability to be a successful producer of social media content. “Listen” to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

Accept and monitor comments.

A social media site without comments isn’t very social. Be prepared to accept and respond to comments. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

Remember, everything you do online can and will live forever.

Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread. Don’t post anything online you wouldn’t feel comfortable seeing on the front page of the newspaper, or on a news website.

Separate personal from professional.

Balancing your professional and personal social media presences can be tricky, particularly if you are an avid user in both arenas. Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.

When posting your point of view, you should neither claim nor imply you are speaking on LCCC’s behalf, unless you are authorized to do so in writing by the Social Media Management Team.

Promote your accounts.

Make it easy for people to find you on social media. Have links/icons on your website. Include your accounts on pieces you send out (think: flyers, post cards, calendar entries, posters, email signatures). Make sure you’re listed on the LCCC official social media webpage. If you’re not, contact us at web@lccc.wy.edu.