<u>*Social Media Acceptable Use Guidelines*</u> *(reaffirmed 6/25/24)*

    A. <u>General Posting Recommendations:</u>

        1. Be honest about your identity. If you desire to post about Highland in an unofficial capacity, please identify yourself as a Highland faculty or staff member. Never conceal your identity for the purpose of promoting Highland through social media. An excellent resource about transparency in social media sites is the Blog Council's "Disclosure Best Practices Toolkit" at http://blogcouncil.org/disclosure/

        2. Be accurate in your posts**.** Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

        3. Be respectful to others. You are more likely to accomplish what you want if you are positive and respectful while discussing a bad experience or disagreeing with an idea or person.

        4. Be a valued member of the sites in which you are participating. If you join a social network like a Facebook group or comment on a blog, make sure you are contributing valuable input. Refrain from posting information about topics like Highland events unless you are sure it will be of interest to readers. Self-promoting behavior is viewed negatively and can lead to you being banned from certain sites or groups.

        5. Take care to think before you post. There's no such thing as a "private" social media site. Search engines can turn up posts long after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel annoyed or passionate about a subject, it's advisable to hold off posting until you are calm and clear-headed.

        6. Maintain confidentiality at all times. Do not disclose confidential or proprietary information about Highland, its students, its alumni or your fellow employees. Use good ethical judgment and follow College policies and federal requirements, such as FERPA and HIPAA. As a guideline, don't post anything that you would not present at a conference.

        7. Respect College time and property. As stated in Section 5.23 of the College Policy Manual, computers and your work time are to be used for College-related business. It is appropriate to post at work if your comments are directly related to accomplishing college-related goals, such as seeking sources for information. You should maintain your personal sites on your own time using non-Highland devices.

    B. <u>Official Highland Community College Social Media Accounts:</u>

To ensure that any and all interactions on behalf of Highland represent the College's best interests, the following guidelines are for those Highland employees authorized to participate and/or maintain official social media sites on behalf of the College. These guidelines are designed to be broad in nature to accommodate differences in online venues while maintaining a universal code of conduct.

1. To be recognized by the College as an official HCC social media account, the account administrator(s) must seek approval from the Community Relations (CR) office. The CR office will review all social media inquiries. This office should also be used as a resource for the college community for any social media needs. The CR Office will ensure the pages are set up properly according to the social media site's policy.

2. All Highland Community College social media accounts including, but not limited to, academic departments, student clubs and organizations, and public events, must have a HCC faculty or staff member as an administrator at all times. The CR office will have administrator privileges.

3. Should an HCC employee account administrator leave the College or no longer wish to be an account administrator, the CR office should be notified before removing him/herself from that role. College employees identified as account administrators are held responsible for managing and monitoring content of their officially recognized accounts.

4. Administrators are responsible to remove content that may violate the College's policies. If you have questions regarding the appropriateness of a post to a site that you administer, please contact the CR office.

5. Paid advertising, including but not limited to boosting, sponsoring, or promoting a post, through social media must be coordinated through the Community Relations office.

C. Content:

1. Use good judgment about content and respect privacy laws. Do not include confidential information about the College, its staff, or its students.

2. Do not post content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

3. Be mindful of posting personal opinions on official College social media accounts. Do not use the HCC name to promote any product, cause, or political candidate.

4. By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair

use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

5. HCC has the right to remove any content for any reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

6. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, from an outside source, always include citations. Provide a link to the original material if applicable.

7. Do not use information and/or conduct activities that may violate local, state, or federal laws, and regulations.

8. Crisis communications will be directed by the Public Information Officer and must be shared in a timely manner on all Highland Community College social media accounts including, but not limited to, academic departments, student clubs and organizations, and public events.