

**TRI-COUNTY TECHNICAL COLLEGE
PROCEDURE**

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TITLE: TCTC-Branded Social Media

**RELATED POLICIES
AND PROCEDURES:** 4-4-103-Network Acceptable Use Policy
 4-4-1031-Acceptable Use of Information Technology
 Resources Policy
 4-4-1031.1-Acceptable Use of Information Technology
 Resources Procedure
 4-4-105-Information Security Policy
 8-10-1010-Use and Dissemination of Personal
 Information Policy
 8-10-1010.1-Use and Dissemination of Personal
 Information Procedure
 1-3-100-Copyright Policy
 1-8-1010-Reproduction of Copyrighted Print and Non-
 print Materials Policy
 3-0-100-Intellectual Property Rights Policy
 3-0-100.1-Intellectual Property Rights Procedure
 3-2-1041- Confidentiality of Student Records Policy
 3-2-1041.1- Confidentiality of Student Records
 Procedure
 4-4-1010.2- Copyrighted Computer Software and
 Electronic Materials Procedure
 1-2-1024-Communications Policy
 1-2-1024.3-Communications Procedure

**ADMINISTRATIVE
RESPONSIBILITY:** Senior Director of Strategic Communication and
 Engagement

March 22, 2017
DATE APPROVED BY
PRESIDENT

February 1, 2024
DATE LAST REVIEW

February 1, 2024
DATE LAST REVISION

What is social media?

Social media is defined in the Oxford Dictionary as, “Websites and applications that enable users to create and share content or to participate in social networking.” This means any tools that are used for collaborative projects such as wikis, blogs and

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micro-blogs, content communities, virtual communities, and social media platforms including but not limited to Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat, TikTok, Flickr, Google+, and Vimeo. This procedure is in addition to and complements any existing or future policies/procedures regarding the use of technology, computers, and the Internet.

The use of social media technology representing any department, program, or service of Tri-County Technical College is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning the College. Common sense and thoughtful judgment must be top of mind when using social media on behalf of the College. Tri-County continuously monitors its sites, comments, analytics and best practices for using these social media channels.

This procedure and related guidelines provide direction for using social media within the scope of an employee's job responsibilities on behalf of the College.

Official presence on social networks:

The College has one official social media account on Facebook, X (formerly Twitter), Instagram, LinkedIn, Flickr, YouTube and Vimeo. These accounts are managed by the Marketing Department. Having one official College account on each platform eliminates the potential for confusion among users regarding which page to access for different types of information.

Account Approval Process:

Before seeking approval to establish a social media account outside of the College's official social media accounts, considerations should include the following:

1. What conversation are you trying to start and who is your target audience?
2. Will the account contain information that is redundant to official social media accounts? Is the audience different?
3. Can you provide a written content plan and strategy to ensure longevity, accuracy and relevance?
4. Are you establishing this account for communication to your students outside Blackboard or the intranet portal? Do you intend to make viewing this account a requirement for students?
5. Knowing the time commitment involved, is the social media contact for your proposed account able to maintain the account as part of their job duties during work hours?

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After reviewing the considerations mentioned above, follow these steps to request approval:

Step 1: Account set-up. TCTC employees interested in creating an officially-recognized social media account must begin by contacting the Marketing Department to discuss the goals and objectives of the desired account, as well as content ideas. **Note:** The Marketing Director has final authority for approval/disapproval of social media accounts beyond the official College accounts.

Step 2: Account image. Applicants who want to use images/logos (e.g., profile images and cover photos) are required to submit the profile image for each account as part of the approval process to ensure that TCTC's brand standards are maintained. If assistance is needed in creating an appropriate image, please contact the Marketing Department for help.

Step 3: Account name. All requests for officially-recognized social media accounts are required to include the account name for each account as part of the approval process to ensure TCTC's brand standards are maintained. The account name should include the full college name Tri-County Technical College after the department or program name (i.e., [Department/Program] at Tri-County Technical College).

Step 4: Administrative rights. Following the approval of the social media account, the Marketing Department will maintain full administrative access to the account.

Step 7: Resources. Admin(s) of the department or program-specific social media account must have the appropriate resources to monitor and maintain the account including adding new content regularly and responding to comments in a timely manner. These efforts will maintain Tri-County Technical College's consistency in conveying its messages to all audiences. Admin(s) must ensure that the information communicated is accurate, timely, relatable and should encourage engagement with their account's audience. Content shared through these accounts should not be primarily a duplication of what is already shared on the College's official social media platforms. In the case in which the information is important and needs to be shared, content should be consistent across all platforms and accounts. Therefore, we highly recommend that administrators share from the official Tri-County Technical College social media accounts and link back to them when mentioning the College.

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Step 8: Guidelines. TCTC employees who manage social media accounts must read and follow the social media guidelines. They are also expected to follow the same rules of conduct, etiquette and standards online as they would in the workplace as outlined by the Employee Handbook.

Administrative access change and account deactivation:

If the designated TCTC employee(s) who is acting as the account administrator(s) for the social media account leaves the College or no longer wishes to serve as the account administrator, it is the responsibility of the supervisor to notify Marketing and to request that Marketing remove the former employee's administrative permissions and add another TCTC employee, as designated by the supervisor, to serve as administrator of the account.

If it is determined that the social media account/page is no longer necessary, the account administrator or supervisor must notify the Marketing Department. Marketing will work with the account administrator or supervisor to properly deactivate the account.

The Marketing Department reserves the right to deactivate a social media account that is no longer active and to remove content posted by users and/or site administrators that does not promote the best image of the College such as but not limited to threatening or obscene comments, posts that are a violation of intellectual property rights or privacy laws, or verbiage that is otherwise injurious or illegal.

Note: The administrator(s) of the social media account(s) will be notified before any account is deactivated.

The Marketing Department is a resource to the College community, including efforts to build awareness through social media. However, the Marketing Department will not actively engage in maintaining the presence of the department or program specific social media accounts. Account administrators are responsible for managing and monitoring content on their approved social media accounts.