

**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  
8-0-1021-Intellectual Property Rights Policy  
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:** Vice President of Institutional Advancement and Business Relations

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March 22, 2017  
DATE APPROVED BY  
PRESIDENT

June 28, 2021  
DATE LAST REVIEW

June 28, 2021  
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 micro-blogs, content communities, virtual communities, and social media platforms

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including but not limited to: Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat, TikTok, Flickr, Google+, Vimeo, Whisper, blogs, wikis, and hashtag campaigns. 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 posting within the scope of an employee's job responsibilities on behalf of the College.

**Official Presence on social networks:**

The College has one official presence on each social media site, maintained by the Marketing Department. This eliminates the potential for confusion among users regarding which page to access for different types of information.

Tri-County Technical College's official social media presences currently include:

<https://www.facebook.com/tctcedu>

<https://twitter.com/tctcedu>

<https://www.instagram.com/tctcedu/>

<https://www.linkedin.com/school/tri-county-technical-college/>

<https://www.flickr.com/photos/tri-countytechnicalcollege/sets/>

<https://www.youtube.com/channel/UCzJsXoF1dFD4KpH3Qx1Z-pQ>

<https://vimeo.com/tctcedu>

**Account Approval Process:**

Before seeking approval to establish a social media presence 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 site contain information that is redundant to official social media sites? Is the audience different?
3. Can you provide a written content plan and strategy to ensure longevity, accuracy and relevance?

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4. Are you establishing this site for communication to your students outside Blackboard or the intranet portal? Do you intend to make viewing your site a requirement for students?
5. Knowing the time commitment involved, is the social media contact for your proposed site able to maintain the social media presence as part of their job duties during work hours?

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 presences.

**Step 2:** Account image. Applicants who want to use account images/logos (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 branding image and 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 branding standards are maintained. The account name should include the full college name Tri-County Technical College after the department's or program specific name (i.e. [Department/Program] at Tri-County Technical College).

**Step 4:** Administrative rights. Following the approval of the social media account, admin(s) must provide administrative access to the Marketing Department.

**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 updated 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

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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's social media accounts and link back to them when mentioning the College.

**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 designate another TCTC employee as administrator of the page and request the removal of the former employee's administrative permissions on the account. Following the action, the supervisor and/or the newly appointed employee should inform the Marketing Department of the change.

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

The Marketing Department reserves the right to deactivate a social media account that is no longer being actively maintained 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 page(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

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specific social media pages. Account administrators are responsible for managing and monitoring content on their approved social media pages.