

**TRI-COUNTY TECHNICAL COLLEGE
STATEMENT OF POLICY**

POLICY NUMBER: 1-2-1025

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POLICY 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

DATE APPROVED BY PRESIDENT	February 1, 2024 DATE LAST REVIEW	February 1, 2024 DATE LAST REVISION
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Tri-County Technical College believes that having a presence on social media allows the College to share information and interact with a broader public in different and dynamic ways. Tri-County Technical College's presence on social media sites should augment, not replace, official channels of communications. Official College communications are generated through the intranet portal, TCTC announcements (students, employees) and the public website (public audiences). Social media may be used for official College business, such as marketing specific programs, services or activities; highlighting job openings with our partners in business and industry; or celebrating successes of our students, faculty and staff. The goal of social media communications is to build brand awareness and to engage the community we serve.

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Marketing and Public Relations shall establish and maintain procedures and guidelines regarding social media usage by the College community for College business. The College has one official primary presence on each social media site, all of which are maintained by the Marketing Department. This department also approves, monitors and collaborates with developers of department- or program- specific sites to ensure all sanctioned College sites adhere to branding, messaging and overall communication guidelines. Prior to requesting an account on any social media platform, responsible persons must review and understand procedures and guidelines.

This policy applies to all use of social media platforms by Tri-County Technical College students, faculty and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's resources, network or other computer resources.