

Revision Responsibility: Director of Communications

Responsible Executive Officer: President

Source/Reference: [TBR Policy SO-Social Media](#)  
[State of Tennessee's Acceptable Use Policy](#)

## **PURPOSE**

To ensure brand consistency across Columbia State Community College's social media platforms, address potential risks and provide guidance to ensure that social media channels are used properly.

## **DEFINITION**

Social media is a form of electronic communication that provides Columbia State the opportunity to create online communities to interact and share information, photos, videos and other content with various audiences, including current and prospective students, parents, alumni, employees and community members. Examples of social media include Facebook, Twitter, YouTube, LinkedIn, Flickr, Instagram and other similar social sharing platforms.

## **POLICY**

### **I. College Social Media Accounts**

- A. All official social media accounts representing Columbia State Community College and its departments and functions, must be established by the Columbia State Communications office, maintained by a designated account manager, and belong solely to Columbia State Community College.
  1. The Communications office shall retain administrator access for all college social media accounts and will maintain a list of college accounts including designated account managers.
  2. Access to and passwords for the accounts are limited to communications staff members and those designated by the director of communications or designee.
    - a. For security purposes, passwords will be updated annually or in the event of a security breach or termination of employment of an individual with account access.
      - (1) Columbia State social media account managers must relinquish all rights and access to the accounts upon termination of their employment for any reason.
      - (2) If a password must be changed, the director of communications or designee must be notified immediately to make the change.

3. Designated account managers are responsible for posting content and making frequent updates. The Communications office reserves the right to post on behalf of the College and will monitor the account to ensure it is being kept current.
  - a. Account managers will produce a social media content plan/calendar and submit to the Communications office each semester for review and approval.
  - b. Content should be consistent and in-line with current Columbia State branding.
  - c. Any content that is deemed inaccurate, offensive or violates copyright law will be deleted.
  - d. Account managers that are not posting regularly or accounts that have been inactive for more than 30 days will be given a one-month notice to regain active status or the account will be deactivated.
4. Content created for and distributed through Columbia State social media accounts is the sole property of Columbia State Community College and not the employee managing the account. All followers, friends and connections associated with the account belong to Columbia State Community College.
5. Social media accounts and posts are subject to and are to be consistent with all related College and TBR policies. These include, but are not limited to:
  - A. 03:06:00 Confidentiality of Student Records
  - B. 05:22:00 Employee Conduct
  - C. 05:24:00 Anti-Harassment
  - D. 05:28:00 Intellectual Property
  - E. 06:07:00 Sexual Misconduct
  - F. 07:04:00 Use of Information Technology Resources
  - G. Student Code of Conduct (see Student Rights and Responsibilities in the [Student Handbook](#))

## **II. Student Clubs and Organizations**

- A. All official social media accounts representing Columbia State Community College student clubs and organizations must be established by the Columbia State Communications office, maintained by a designated account manager, and belongs solely to Columbia State Community College.
  1. The Communications office shall retain administrator access for all college-related social media accounts and will maintain a list of student clubs and organizations' accounts including designated account managers.

2. Access to and passwords for the accounts are limited to communications staff members, student club and organization advisors and those designated by the director of communications or designee.
  - a. For security purposes, passwords will be updated annually or in the event of a security breach, change in student representation, or termination of employment of an individual with account access.
    - (1) Columbia State social media advisor account managers must relinquish all rights and access to the accounts upon change in advisor status or termination of their employment for any reason.
    - (2) Columbia State social media student account managers must relinquish all rights and access to the accounts upon separation, graduation, transfer to another educational institution, or resignation or change in position from a student club or organization.
    - (3) If a password must be changed, the communications director or designee must be notified immediately to make the change.
  - b. Designated account managers are responsible for posting content. Student club and organization advisors will also be responsible for monitoring the accounts to ensure they are adhering to Columbia State's Social Media Policy.
3. The Communications office reserves the right to post on behalf of the College and will monitor the account to ensure it is being kept current.
  - a. Advisors should work with the student social media designee to create a content plan and submit it to the Communications office each semester for review and approval.
  - b. In addition, any content that is deemed inaccurate, offensive or violates copyright law will be deleted.
  - c. Account managers that are not posting regularly or accounts that have been inactive for more than 30 days (excluding the summer semester) will be given a one-month notice to regain active status or the account will be deactivated.
4. Content created for and distributed through Columbia State social media accounts is the sole property of Columbia State Community College and not the employee or student managing the account. All followers, friends and connections associated with the account belong to Columbia State Community College.

5. Student club and organization accounts and posts are subject to and are to be consistent with all related College and TBR policies. These include, but are not limited to:
  - A. 03:06:00 Confidentiality of Student Records
  - B. 05:22:00 Employee Conduct
  - C. 05:24:00 Anti-Harassment
  - D. 05:28:00 Intellectual Property
  - E. 06:07:00 Sexual Misconduct
  - F. 07:04:00 Use of Information Technology Resources
  - G. Student Code of Conduct (see [Student Handbook](#))

### **III. New Social Media Accounts**

To request a College or student club/organization social media account, a faculty or staff member must:

- A. Complete the Social Media Account Request Form and submit it to the Communications office. The Communications office will review the request and stated goals to determine if the new account is consistent with the Social Media Policy and mission of the College.
- B. If approved, the director of communications or designee will schedule a meeting with the new account manager to discuss goals, strategy and best practices as outlined in Columbia State's Social Media Best Practices.
- C. The Communications office will create the account and provide log in instructions to the new account manager.
  1. Naming of the account must adhere to Columbia State standards and can include Columbia State and CState, but never CSCC.
  2. If more than one account on different platforms is approved, the accounts will be required to carry the same account name for brand consistency.
  3. The Communications office will maintain administrator access to all accounts and will conduct an account review once per academic year to ensure the account is being kept current. Accounts that are found to be inactive or not current will be given a one-month notice to regain active status or deactivate the account.

#### **IV. Existing College-Related Social Media Accounts**

College-related social media accounts created prior to the Social Media Policy will be reviewed for compliance.

- A. The Communications office will compile a list of all college-related social media accounts.
- B. The director of communications or designee will work to identify the current account manager and will schedule a meeting to discuss goals, strategy and best practices as outlined in the Columbia State's Social Media Best Practices.
- C. The account will be reviewed and updated to ensure consistency with current Columbia State branding and naming conventions.
  1. The Communications office will be added as an account administrator and identify authorized account managers.
  2. If applicable, existing friend accounts will be converted to business accounts.
  3. Any inactive accounts will be required to regain active status or deactivate the account.
- D. Account managers will be provided with a copy of the Columbia State Social Media Policy.

#### **V. Social Media Advertising**

All social media advertising will be executed through the Communications office. Departments or student club/organization advisors that are interested in advertising on social media should contact the Communications office to discuss needs, audience, budget and establish a media plan. The Communications office will create and monitor the ad.

#### **VI. Issues, Threats and Inappropriate Behavior**

- A. Any issues, threats or inappropriate behavior should be immediately brought to the attention of the Communications office. Any posts deemed to be inappropriate or threatening will be referred to the director of human resources for employees or to the vice president for student affairs for students.
- B. Any unauthorized accounts created to imply representation of Columbia State Community College will be reported as fraudulent accounts.

## **VI. Personal Social Media Accounts**

- A. While this policy is not intended to dissuade employees from using personal social media accounts or any other forms of communication protected by local, state or federal law, Columbia State Community College employees must abide by the following guidelines when using any form of external electronic social networking, communications systems, web logs (blogs), etc. This applies to both Columbia State resources and all other electronic resources, as well as any personal social media, networking and communications accounts.
1. Do not imply to represent Columbia State Community College in any unauthorized way or identify yourself as a Columbia State employee or representative when conducting any of the following activities (the following list is intended to be illustrative and not exhaustive).
    - a. Posting, sending or displaying any inappropriate materials or messages.
    - b. Communicating in a way that could negatively impact the reputation of Columbia State or interfere with its mission or performance of its employees.
    - c. Sharing, accessing or discussing any proprietary or confidential information, especially and including, but not limited to those identified in Columbia State policies and those governed by copyright law.
    - d. Engaging in political activities, private commercial transactions or private business activities.
    - e. Violating any federal, state or local law or policy.
  2. Columbia State Community College employees may be honest about their identities and employment; however, they should make very clear when sharing their personal views that they do not represent the views of Columbia State Community College. A disclaimer should be included on employees' personal profiles if Columbia State is listed as the employer. (Example: "The views/posts/comments/opinions expressed on this site are my own and do not necessarily reflect the views of Columbia State Community College.")
  3. Employees may not use the Columbia State seal or logo on any unauthorized or personal postings.
  4. Employees should be aware that usage of Columbia State Community College property or resources to access social media accounts may be monitored without notice or consent as per the [State of Tennessee's Acceptable Use Policy](#).
  5. Violation of these policies/guidelines may result in disciplinary action, up to and including termination.