

New River Policy



NEW RIVER
Community and Technical College
Central Administration

POLICY NAME	Social Media Procedure		POLICY NO.	NR 7.1	
RESPONSIBLE OFFICE	Communications/ Information Technology	EFFECTIVE DATE	03/18/2014	DATE APPROVED	June 1, 2021
DATE OF LAST REVISION	12/09/2020	DATE OF NEXT REVIEW	12/2023		

SCOPE

This procedure applies to all employees and student groups who create or contribute to College blogs, social networking sites (e.g. Facebook, Twitter, etc.) or any other forms of social media in their official capacity. You are not authorized to post on behalf of the College without express permission from the Office of Communications. If you have permission, please follow these guidelines:

- A. Identification-Identify yourself. Include your name, and when appropriate, state your role or title within the College.
- B. Proof-Support any statements made online with factual evidence.

Compliance – Legislative Rule

POLICY STATEMENT

New River Community and Technical College understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

PURPOSE

To create and maintain a significant College online presence that encompasses and endorses New River Community and Technical College and our faculty, staff and students. We expect all employees and student groups to interact responsibly and knowledgeably in College social media by sharing and learning from others in order to build a valuable online community. These guidelines will assist in making respectful and appropriate decisions about College-related interactions.

GENERAL PROVISIONS

Media inquiries through social media channels for information about the College should be referred to the Office of Communications.

TERMS AND DEFINITIONS

TERM	DEFINITION
Social Media	Any media for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.
Social Media Administrator	Director of Communications and the Vice President of Information Technology Services or their designee

SECTION 1: Establishing Social Media Accounts

1. The Office of Communications reviews and approves requests for College social media accounts. Before requesting the establishment of a social media account at the College, employees should email communications@newriver.edu (1.) the audience for the account and (2.) the goals and objectives for the social media account.
2. The Office of Communications will review requests confirming that the user is an authorized representative of New River CTC, evaluate whether a new social media initiative meets a need, avoids redundancy and is an appropriate tool for the objective it seeks, and assist in establishing College social media accounts.
3. A member of the Office of Communications should be an approved administrator on any official College social media accounts. When this is not possible, account username and password will be provided.
4. College social media accounts, login IDs and user names may not use New River's name without prior approval from the Director of Communications or designee. All College accounts, login IDs and user names are property of the College. Profiles on social media sites must be consistent with profiles on the New River website or other New River publications. Profile information may be obtained from the Office of Communications.
5. The College's logo/seal may not be used without permission in writing from the Office of Communications.

SECTION 2: College Social Media Guidelines

1. Respect your audience
 - a. The public in general, and New River's employees and students, reflect a diverse set of customs, values and points of view. Do not make offensive or obscene comments.
 - b. Do not say anything contradictory or in conflict with the New River website. Do not argue.
 - c. Do not try to settle disputes or provoke others into inflammatory debates.
2. Be honest
 - a. Use your real name or College identity, be clear who you are, and identify that you represent New River.
 - b. Do not say anything that is dishonest, untrue, or misleading.
3. Respect copyright laws
 - a. Follow the policies, procedures and laws governing copyright and fair use or fair dealing of copyrighted material owned by others.
 - b. Do not quote more than short excerpts of someone else's work, and always attribute such work to the original author/source.
 - c. It is good general practice to link to others' work rather than reproduce it.
 - d. It is fine to quote or retweet others, but do not attempt to pass off someone else's words, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Always give proper credit to your sources when posting a link or information gathered from another source.
4. Plan departmental messages to align with audience and goals
 - a. Messaging should align with the purpose and goal of the account.
 - b. Keep departmental/organizational information up-to-date.
5. Protect Privacy and Confidentiality
 - a. Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the New River website.
 - b. Do not post or allude to confidential information.
6. Take corrective action
 - a. If an error is made, take immediate action.

- b. If you choose to modify an earlier post, make it clear that you have done so.
 - c. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly -better to remove it immediately to lessen the possibility of a legal action. Inform the Office of Communications of the accusation immediately.
7. Think of consequences
- a. Do not post derogatory, harassing or inappropriate comments.
 - b. Use your best judgment. If in doubt, do not post.
 - c. Avoid embarrassing comments about others.
8. Using Social Media at work
- a. Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Company Equipment Policy.
 - b. Do not use New River email addresses to register on social networks, blogs or other online tools utilized for personal use.
9. Other
- a. Posts on social media sites should protect New River's institutional voice by remaining professional in tone and in good taste.
 - b. No individual New River department/organization should construe its social media site as representing the College as a whole.
 - c. Be professional when naming pages for accounts, selecting a profile picture or icon, and selecting content to post –names, profile images, and posts should all be clearly linked to the particular department/organization rather than to the College as a whole.
 - d. Do not allow posting or blogging to interfere with your job or commitments.
 - e. Employees/students should not be blogging, posting, or using personal social media accounts during work hours/class time.

EXCEPTIONS/EXCLUSIONS

N/A

REVIEW

This policy shall be reviewed on a regular basis with a time frame for review to be determined by the President or the President's designee. Upon such review, the President or President's designee may recommend that the policy be amended or repealed.

APPROVAL SIGNATURES

DocuSigned by:

Bonny B. Copenhagen

President

Date

RELATED POLICIES, OTHER REFERENCES AND ADDITIONAL NOTES

NR 6.2 Computer Use

ASSOCIATED FORMS

HISTORY		
REVISION DATE	DESCRIPTION OF CHANGE	VICE PRESIDENT APPROVAL
12/09/2020	New policy format	
	Addition – Section 2 - #8	

New River Community and Technical College expects all faculty, staff and students to be familiar with and adhere to all applicable college policies.