

St. Petersburg College



## **St. Petersburg College Social Media Guidelines**

### **Introduction**

This document outlines guidelines for those who administer and leverage social media accounts representing SPC and its different facets, such as its campuses, Career and Academic Communities, departments, or clubs, on all forms of social media including but not limited to blogs, Facebook, Instagram, Snapchat, Twitter, YouTube, etc.

- The goal of social networking is to foster a virtual community that enhances communication between the college and various audiences as well as increases awareness of SPC.
- Following best social media practices improves the effectiveness of that communication.
- Using the college's name and branding on social media impacts the image and reputation of specific individuals, groups and the college.

Therefore, the college has established policy and procedures for the creation and use of social media channels representing SPC, its campuses, departments, programs, offices, organizations, and clubs.

## Acceptable Use

### Liability:

You are personally responsible for the material that you post on SPC's social media sites and can be held personally liable for any material deemed to be defamatory, obscene, proprietary, or libelous (whether pertaining to SPC, individuals, or any other entity). Outside parties may pursue criminal and/or civil legal action against you for postings.

College employees and students using social media also are subject to the college's policies involving conduct and the acceptable use of information technology and penalties for violating those policies.

### Terms of Use:

Do –

- Be respectful.
- Post content relevant to the account's purpose.
- Get your facts straight. Post correct information in a timely fashion. If necessary, reach out to college subject matter experts to confirm information, such as when responding to a comment or question on social media. And, if a mistake is made, correct it promptly.
- Follow best social media practices for different channels.

Do not –

- Upload, post, email, transmit or otherwise make available any content that is unlawful, harmful, threatening, abusive or harassing, and/or brings unwanted attention toward members.
- Use social media to collect or store personal information to be used in connection with prohibited conduct (ex. identity theft, phishing, etc.).
- Upload, post, email, transmit or otherwise make available any content that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party.
- Upload, post, email, transmit or otherwise make available any unsolicited or unauthorized advertising, promotional materials or any other form of solicitation.
- Upload, post, email, transmit or otherwise make available any material that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment.
- Use college social media sites for commercial purposes. Any advertisements or other for-profit materials not authorized by SPC are strictly prohibited.
- Use obscene language or imagery, disrupt the normal flow of dialogue or otherwise act in a manner that negatively affects other users' ability to engage in real time exchanges.
- Post material that is illegal, sexually explicit, obscene, defamatory, derogatory, related to alcohol or drug use or in violation of copyright laws.

Branding and logo use –

College branding, logos and trademarks cannot be used without the permission of SPC's Marketing and Strategic Communications. This includes the creation and use of branded hashtags. Once approved, usage will follow guidelines set by that office.

### Confidentiality of student records –

Employees must not post any material regarding any student’s educational record or other confidential information regarding any student, whether you identify the student or not, as you may violate the Family Educational Rights and Privacy Act (FERPA) and may subject yourself to discipline and/or discharge.

### Copyrighted material and permission to use images/video –

- Be aware that intellectual property may be protected by copyright.
- Appropriate image/video credit should be given where applicable on any such posts that are shared. Any agreed-to credits must be maintained.
- Images of children should not be posted without expressed consent from the parents.
- Care should be taken not to post images of individuals who would object. This may involve obtaining the appropriate permissions.

### Inappropriate images –

Examples of images that should be avoided include but are not limited to: images involving alcohol, drugs, nudity, and graphic scenes.

### Misrepresentation –

Do not misrepresent yourself as any person or entity on social media or falsely state or otherwise misrepresent your affiliation with a person or entity.

Those affiliated with the college may not indicate they are acting on behalf of the college or present a social media account as an official SPC account unless they have been authorized to do so. Otherwise, when using social media personally, take reasonable steps to indicate your social media activity is your own and that you are not acting as an employee or agent of the college.

### Paid promotion-

Paid advertising/promotion cannot be launched using a college social media account without prior approval from Marketing and Strategic Communications. Requests should be submitted to that office for review. Promotions launched without prior approval are subject to editing or closure.

### Restricted information –

Do not post material regarding any confidential information related to the college or its members, etc. This includes but is not limited to: Social Security numbers, financial information, employee or student medical information, etc.

**SPC reserves all rights to refuse to post any material or remove any material that violates SPC policy.**

## Requesting New Social Media Accounts

Requests for new social media accounts representing SPC, its campuses, departments, programs, offices, organizations, and clubs must be submitted to and approved by Marketing and Strategic Communications at [stpe.co/accountrequest](http://stpe.co/accountrequest).

In addition -

- Requests involving clubs also must be approved by the club's advisor and appropriate campus Student Life and Leadership Coordinator.
- Requests involving a college campus, department, or office also must be approved by the appropriate supervisor for that area.
- Requests involving Workplace will be directed to Chris Harvey, Executive Director of Student Success.

Before requesting the creation of an account:

- Define your audience and understand what social media platforms they use.
- Understand what accounts the college has and if they are being used to communicate with the audience you want to reach.
- Consider whether you have the ability and time to routinely develop relevant content and respond to feedback in a timely fashion, based on the unique best practices and needs of different platforms.
- Outline your social media objectives and metrics to measure success.

**Requests do not guarantee approval. Organizations with one approved account must submit a new request if seeking to launch additional accounts. Accounts created outside this process are subject to editing or closure.**

## **Maintenance of Active Accounts**

Administration –

An SPC employee serving as the organization’s advisor or supervisor will be included as an administrator or be provided the password for a social media account considered an official social media account representing the college and its departments, programs, or clubs.

Marketing and Strategic Communications maintains a list of all active, official college social media accounts and has access to those accounts. A representative of SPC’s Marketing and Strategic Communications is included as an administrator or be provided the password for a social media account considered an official social media account representing the college and its departments, programs, or clubs.

Use –

Once created, account administrators are expected to keep accounts active with current, relevant content that follows best social media practices as well as guidelines set by the college.

Accounts that become inactive, fail to follow college guidelines, or represent organizations no longer active at SPC are subject to editing or closure.

## **Assistance**

Contact the college’s Social Media Manager Alexa Heinrich in Marketing and Strategic Communications at [heinrich.alex@spcollege.edu](mailto:heinrich.alex@spcollege.edu).