



Administrative Policy

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Office Responsible: Human Resources/Marketing
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Policy Summary:

This document outlines the publication policy for Jackson College's page(s) on social media, including Facebook, Instagram, Snapchat, Twitter and YouTube. These are online social utilities that allow individuals, or groups of individuals, to create a place to come together online to post information, news and events. Jackson College's social media presence is intended to provide the College community with a venue to share thoughts, ideas and experiences through discussions, postings, photos and videos. Publication guidelines will be similar to any other media.

The Jackson College pages will provide students and other constituents with up-to-date College information and the opportunity to communicate with page administrators and other page users. This policy is intended to outline proper use guidelines in order to ensure the most effective use of the pages.

Policy Statement:

This policy addresses the College's official presence on social media sites. In general, individual faculty or student pages are not included in this policy; however, if an employee or student group at the College creates a page that could be affiliated with the College, the Office of Marketing and Communications should be notified. The College does not take any responsibility for pages developed by others.

Contributors to the Jackson College pages will follow the generally established employee and student guidelines. Oversight of all Jackson College-affiliated pages is the responsibility of the Office of Marketing and Communications, who will periodically review pages to ensure College policies are followed and that the pages are being produced in accordance with the best interests of the College.

Because the technology that drives Web communication changes rapidly, this policy may be adjusted to reflect issues that may arise in the management and implementation of the page or for any other reason that supports the College's priorities for the page.

Department Social Media Sites

Individual departments wishing to develop a social media presence MUST contact the College's Marketing and Communications Office at marketing@jccmi.edu before developing any pages and/or accounts.

Such departments already with Facebook Pages include: Jackson College, George E. Potter Center, Corporate & Continuing Education at Jackson College, Jackson College Alumni, Alpha Rho Lambda at Jackson College, Veterans Services at Jackson College, Jackson College Housing, International Student Institute, Atkinson Library, Academic Advising, Vascular Sonography, Graphic Design Program, Automotive Service Technology, American Honors at Jackson College, Center for Student Success, and LeTarte Center.

In regards to Facebook, departments will need to make a Page NOT a profile page. Contacting the Office of Marketing and Communications beforehand can ensure that proper steps are taken when developing the page.

Once the departmental pages are set up, that department is responsible for content development (see below).

Responsible parties

The Jackson College Office of Marketing and Communications is the primary administrator for the College's main pages on any social media site. Those who wish to contribute information or make suggestions for the Jackson College pages should e-mail the Jackson College Social Media Specialist: @marketing@jccmi.edu. Student organizations are encouraged to develop a social media presence. When associated with the College, these pages should adhere to College policies. Developing "friendships" with the official College pages and other student group pages are encouraged!

Content development

All content must relate directly to College business, programs and/or services. Content placed by administrators cannot promote individual opinions or causes which are not directly related to College purposes.

Content should be short and written in active voice. Remember to consider the audience; the style and tone of content should be direct and student-oriented.

Photos and videos

Uploaded photos and videos must relate directly to the College and/or student life and should not be used as a promotional tool for programs, products or services outside the College.

All photos and videos must adhere to existing College policies.

Updating and adding content

The page should be maintained and as up-to-date as possible. In general, the more frequent the content is updated, the more users will access the page.

Fans, Friends, Followers, Likes, and Subscriber

The terms “Fan,” “Friend,” “Follow(er),” “Like,” and “Subscribe(s),” (Referred to hereafter as “Fans”) refer to a member of any social media platform that decides to “Fan,” “Friend,” “Follow,” “Like,” or “Subscribe,” a particular Jackson College social media page. This means that the person is a recognized “Fan,” “Friend,” “Follower,” “Like,” or “Subscriber,” on the page, is able to interact on the page, and receives updates sent out about events.

Fans of the page cannot be censored by administrators, and are only censored by the terms and conditions of host social media platform. All social media platforms do already establish many guidelines in regards to language, posting pictures and videos, and various other topics. Be sure to read the guidelines carefully and report fans that violate any terms or conditions.

Existing policies governing student and employee behavior apply to the College’s social media pages . The College takes no responsibility for content developed by non-employees.

Other

Because the Jackson College pages on social media sites are interactive tools, administrators should monitor pages closely and frequently to supervise user conduct.

Any questionable conduct should be reported to the Office of Marketing and Communications.

Facebook terms and conditions, found at <https://www.facebook.com/policies> must also be followed strictly.

Social Media Postings

Jackson College has created several accounts on social networking sites to engage with all current and new community members while encouraging a dynamic conversation about news, events, and topics of interest to the Jackson College community. In doing so, Jackson College respects First Amendment rights and embraces free speech values. Our goal is to encourage free speech on Jackson College-related social networking site(s), as well as to promote community values and ideals.

For these reasons, the contents of the Jackson College Wall, Discussion Board, Fan Photos, and other areas available for posts are a combination of content submitted by

individual administrators of the Jackson College page(s) and individual Facebook members (Jackson College students, faculty, staff, alumni, and community members). Content submitted by individuals does not in any way reflect the opinions or policies of the College.

Please be aware that all content and posts are bound by the Facebook Rights and Responsibilities, Jackson College Student Code of Conduct, Jackson College Policies, Mission Documents and the Jackson College Responsible use Policy. In addition, Jackson College reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College's best interest.

Jackson College also observes the following policies in regards to postings:

Comments/Wall postings: Any comment or post deemed inappropriate by Jackson College page administrators due to harassing or threatening language, slander or profanity will be removed from the wall without prior notice. Jackson College reserves the right to block posts from fans who violate this policy.

Discussion topics: If a topic or post generates more than 100 responses, Jackson College reserves the right to select a few representative posts to remain on the Wall or Discussion Board and place the rest in a discussion group.

Reporting violations: Abusive content should be reported according to social media platform of abuse origin.

Consult the Jackson College Student Code of Conduct webpage and documents to report violations of the Student Code of Conduct.

Jackson College social network account administrator content: If you have a concern about content posted by the administrators of Jackson College's social network accounts please contact marketing@jccmi.

Change Log

<u>Date Of Change</u>	<u>Version</u>	<u>Description of Change</u>	<u>Responsible Party</u>
06/1/2016	1.0	Initial Release	VP of Administration of HR

