

BUNKER HILL COMMUNITY COLLEGE SOCIAL MEDIA GUIDELINES



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Table of Contents

Overview of Document	1
General Guidelines	1
Social Media Guidelines When Posting as an Individual	2
Social Media Guidelines When Posting On Behalf of Bunker Hill Community College	3
Guidelines for Use of Facebook on Behalf of Bunker Hill Community College	4
Social Media Best Practices	5
Resources	5

Overview

Social media technologies and their ease of use make them attractive channels of communication. However, these tools also can open the possibility of unintended consequences. To enhance the effective use of these technologies, these guidelines draw upon examples of best practices from various institutions to outline the most appropriate use of social media. Due to the rapid changes in technology, this guideline may be reviewed and updated as needed.

Social media provides Bunker Hill Community College’s employees, students, alumni and others (“Users”) an opportunity to interact online to exchange thoughts, ideas and experiences through discussions, postings, photos and videos. These guidelines address the use of Facebook, blogs, Twitter, YouTube, Flickr, LinkedIn and other social networking sites and tools used by BHCC, its employees, and student and alumni groups affiliated with the College while performing their duties. This guideline does not seek to dictate the personal uses of social media by employees, students, or alumni.

In professional roles, BHCC employees shall maintain the same behavioral standards online as are required in person. Therefore, the same policies, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other College constituents apply online as well.

The information contained in this document is not in any way an endorsement of personal use of social networking sites on work time or on work equipment. All use outlined here is intended for the interactions and participation on our BHCC sites and pages to enrich our student’s and other stakeholder’s online social network experience with BHCC.

Questions regarding the use of social media or this guideline should be referred to Nikki Moro, Director of Web Communications at 617-936-1913.

General Guidelines

Maintain Confidentiality:

All Users are prohibited from posting confidential or proprietary information about BHCC, students, employees or alumni. All Users shall adhere to all applicable College privacy and confidentiality policies. Examples of confidential information include student ID numbers, home addresses, SSNs, and contact information. Proprietary information includes quotation of copyrighted materials without proper citation or attribution, etc.

Respect Copyright and Fair Use:

When posting, be mindful of the copyright and intellectual property rights of others and of the College. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the “fair use” exemption. This includes music, art, literary works, copyrighted photographs or texts, video clips, audiovisual works and audio recordings.

Understand Your Personal Responsibility:

Staff and faculty are personally responsible for the content they publish on social media sites, blogs, other websites, wikis, forums,

or any other form of user-generated content. What you publish online will be publicly accessible for an extended amount of time. Be mindful of what you post and protect your privacy and the privacy of others.

Maintain Transparency:

The fine line between personal and professional activities on social media sites is blurred easily. Be conscientious about what you post and how you portray yourself. Be honest about who you are and what you represent. In personal posts, employees are strongly advised against identifying themselves as a BHCC employee. However, if an employee does identify him/herself as a College employee, the employee must be clear that the post is of a personal nature and does not represent the views of Bunker Hill Community College.

Correct Mistakes:

If you make a mistake, correct it. Be open and honest; admit you've made an error. If you can correct the original post, do so and be clear that you are making a correction. If you need to add an amended post, do so.

Be Respectful and Professional:

If you are respectful and professional, even while disagreeing with a person or post, you will achieve greater results. View comments or concepts you disagree with as an opportunity for candid and respectful dialogue. Use the same behavior that is expected of you while on campus. Don't use insults, slurs, obscenity, or inflammatory language at any time.

Be Involved and Use Etiquette:

If you participate in social networking sites, follow etiquette and contribute constructive content. Social media sites are not the place for domineering conversations, self-promotion, or spam postings. These types of behaviors are not tolerated and can result in your being banned from the sites where you use this behavior.

Communications Between Employees:

Personal Facebook profiles or other social media sites may not be used by supervisors or subordinates to communicate on official College business. When in doubt, contact the Human Resources Department.

Be Mindful; Think Before You Submit Content:

There is no expectation of privacy on any social networking sites. Search engines can index and display posts, content, remarks, and pages anytime after they have been published. There are archiving services that cache sites even if they have been taken down and replaced or updated. If you are having a heated reaction to content, take a moment to compose yourself in a respectful and professional way before you respond or act. Post only information, photos, images, and other user-generated content that you are comfortable being completely public and archived by third-party sites or services.

Social Media Guidelines When Posting as an Individual

Use A Disclaimer:

If you post content to any social networking site outside of BHCC that has to do with the College, its staff, or your work, use a disclaimer such as: "This post contains my own personal opinions and does not represent Bunker Hill Community College's opinions, views, or positions."

Prohibited Use of BHCC Logos or Making Endorsements:

All staff, faculty, and employees are prohibited from using College logos, trademarks, or images on personal sites. Do not use BHCC's name or likeness to endorse products, causes, or political actions of any kind. Questions regarding proper use of BHCC logos and associated materials should be directed to the BHCC Marketing & Communications Department.

Don't Use Pseudonyms:

Do not pretend to be someone else or use fake names. Tracking tools enable supposed anonymous comments and posts to be tracked back to their origin.

Protect Your Identity:

While you should maintain transparency and honesty in your social networking interaction, be careful to not reveal confidential information about yourself that could be used to steal your identity. Never post your home addresses, home phone numbers, where your children go to school, or other information of a sensitive nature on social network sites.

Does It Pass the "Boston Globe" Publicity Test?

If the content you wish to post would not be appropriate for a face-to-face or telephone conversation, it is also not appropriate for

social networking sites. If you would not be comfortable reading about your actions, comments, or content in the local paper or defending them in a Boston Globe interview, then do not post that content.

Social Media Guidelines When Posting On Behalf of Bunker Hill Community College

Social Media Site Approval:

No one shall launch a social media account on behalf of a College department, or organization, or any other officially-sanctioned BHCC entity or activity without first obtaining approval from the Marketing & Communications Department. Administrators of sites created prior to this document will be provided with a copy for use and reference and must ensure the site complies policies and laws now and moving forward. Only authorized individuals may send or post messages on social networking sites on behalf of BHCC. Current social media administrators must correct non-compliant pages and sites within 30 days of receiving this guideline document.

Acceptable Use & Monitoring

All BHCC policies, including those related to harassment, discrimination, respect for diversity, retaliation, workplace violence, ethics, and conflicts of interest apply to all Users' postings and social media content.

BHCC reserves the right to monitor employee use of social media when the employee is acting on behalf of the College. As set forth in the Information Technology Acceptable Use Policies, employees may be disciplined for violating the confidentiality of BHCC, of fellow employees, posting harassing or defamatory content or other infractions of BHCC's normal workplace standards of conduct. This applies to postings and blogging occurring at any time.

Misrepresentation:

When an employee is engaged in social media activities for specific College-related business, the employee should include his/her name and official job title in all communications. When engaging in personal social media activities, employees must specify that they are speaking for themselves and not on behalf of BHCC. Employees should refrain from identifying BHCC in personally owned or controlled social media sites or personal commentary posted to social media discussions or pages, or their messages should have clear disclaimers that the views expressed are personal to the author and do not necessarily represent the views of BHCC. Employees are reminded that they bear personal responsibility for the content of their posts, blogs or other social media content.

Terms of Service:

Obey the Terms of Service of any social media platform used.

Use of Photographs:

Photographs posted on social media sites can be easily copied by visitors. Whenever possible, post images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but are not suitable for printing.

For personal social media activities, BHCC employees are reminded that they should be respectful of co-workers, students, management, and other colleges and universities. It is recommended that you obtain authorization from individuals or colleges and universities prior to posting their picture, using their trademark, or identifying them by their name.

Monitoring Sites:

Social media demands a high level of responsiveness. Administrators should monitor their sites and respond as necessary on a daily basis.

Social Media Comments:

BHCC encourages interaction from social media users, but is not responsible for comments or postings made by visitors.

BHCC asks that employees making comments on BHCC pages show respect for other users by ensuring the discussion remains civil. Employee comments and content are also subject to the site's terms of use and code of conduct.

BHCC reserves the right, but assumes no obligation, to remove content and/or comments that are not related to official College business and consistent with the College's mission. We also do not permit messages selling products or promoting commercial or other private for-profit ventures.

Negative comments can be handled with a careful response. Always try to:

Provide a polite and friendly answer to the question/criticism

Direct him/her to a source of information/assistance, or offer to assist if you can

Remember that a negative comment is an opportunity to showcase BHCC

Guidelines for Use of Facebook on Behalf of Bunker Hill Community College

Facebook is referenced as an example. These guidelines apply, however, to all social media sites.

BHCC's Official Facebook page:

The Web Communications Department and Enrollment Services are administrators for the College's official page on Facebook. Those who wish to contribute information to the BHCC Facebook page as an official message from the College should Nikki Moro, Director of Web Communications at nmoro@bhcc.mass.edu.

Fans of the page, including students, representative of student clubs, faculty and staff, are also encouraged to post comments and announcements.

Creating and Managing a Facebook Page

Anyone who wishes to create a Facebook page or group for a College-affiliated department, program, club or organization, must first meet with Nikki Moro, Director of Web Communications, for guidance about requirements outlined in this document. Nikki can be contacted at (617) 936-1913 or nmoro@bhcc.mass.edu.

Pages or groups created by a department or organization on behalf of the College must be created by authorized representatives of the College. The department's page must include a member of BHCC's Marketing & Communications Department as a page administrator. While the Marketing & Communications Department does not intend to actively maintain or monitor these sites, this designation will enable the Marketing and Communications Department to properly track College Facebook pages and respond quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page.

To comply with Facebook terms of service and enable the College to track authorized College pages, any department or organization wishing to create a page or group must provide the Marketing & Communications Department with the name and contact information for the individual(s) who will be authorized by the department to administer the page on an ongoing basis.

Account Security:

The department's authorized page administrator(s) must maintain the security of his/her Facebook password and is fully responsible for all use of and any actions that take place using his/her account, including those that result from the failure to protect his/her user ID against unauthorized use. Any changes in the designated page administrator(s) must be promptly communicated to the Web Communications Department. Departments may not register for more than one User account, or register for a User account on behalf of another individual, group, or entity.

Graphics:

Facebook pages should feature the department, program or organization's official image or identifying mark, if one exists. Departments and programs are encouraged to use photography to display campus beauty.

Collecting User Information:

Facebook may not be used to collect personal information of users. Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

Facebook Site Monitoring:

BHCC Facebook pages and groups must be monitored and updated on an ongoing basis by the department that creates them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. Minimally, pages should be reviewed on a daily basis, and ideally, they should be checked morning and afternoon. A stale or outdated page can be more damaging to the image of an entity than not having a page at all.

Social Media Best Practices

Share information only appropriate for the public. Keep in mind that content posted may be distributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to

exist online.

Content that promotes or depicts illegal activity, is threatening or harassing, includes obscenities, or defames a person is prohibited. In addition, the College's social media should not be used for political or commercial purposes.

Strive for accuracy: Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important when posting on behalf of the College.

Be respectful: Understand that content contributed to a social media site could encourage comments or discussions of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the College.

Remember your audience: Be aware that a presence in the social media world is or easily can be made available to the public at large through the Internet. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

Remember your social media channel: Each social media site has a specific set of social norms and site lingo. Do not link your social media accounts so that the same content appears across all platforms. For example, do not link Facebook and Twitter. Twitter has a shortened manner of posting that does not translate to Facebook. Make sure to carefully craft content that properly utilizes the social media channel you are using.

Employees are reminded to use discretion when using social networking media. If unsure about how policy or guidelines apply to your posting or social media site, employees are encouraged to consult with their supervisor before taking action whenever possible.

Resources

In developing the College's social media guidelines, the BHCC Web Communications Department drew upon a variety of excellent resources, including those made available through Mount Wachusett Community College, Holyoke Community College, Bristol Community College, University of Michigan, Ball State University and www.socialmediagovernance.com.