

BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *Social Media*

EFFECTIVE DATE: March 31, 2015

BOARD POLICY REFERENCE: CRA

PURPOSE

Blinn College believes that a strong presence on social media sites such as Facebook and Twitter will allow the entire College District to enrich our relationships with the public. To operate within social media effectively, Blinn College has developed guidelines to ensure that any and all interactions on behalf of Blinn College represent the College District's best interests. These guidelines are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct. These guidelines apply only to official Blinn College social media accounts created to represent College District groups and do not apply to private individual accounts.

AUTHORITY

To be recognized as an official Blinn College social media account, you must first register the group by contacting Richard.bray@blinn.edu. Blinn College social media accounts should use Blinn College in the title. This helps users not only find your sites when searching under the Blinn College name, but also clearly identifies your community.

Blinn College has the right to remove content that does not follow the College District's social media guidelines, including content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws or otherwise injurious or illegal. All Blinn College policies and procedures must be followed when representing the College District to the public.

OBJECTIVES

Before creating a social media presence, please consider the following questions:

Is a social media presence needed? The answer is not necessarily always yes. It is recommended that you not begin a social media effort unless you have the dedicated time and resources to maintain new content on a regular basis. New content is critical to thrive in social media communities, and it is recommended that you plan to spend at least two hours per week maintaining and monitoring the site and responding to questions and comments from the public. Content should be updated at least once a week (probably more often for Facebook and definitely more often for Twitter). If you are unlikely to generate enough content for weekly updates, it is recommended you send the content to Marketing & Communications for posting on the College District's established social media sites.

Who will monitor the social media presence? All social media accounts officially recognized by Blinn College must have a Blinn College employee as an administrator at all times. Should a Blinn College employee responsible for administration of a Blinn College social media account leave the College District or no longer wishes to be an account administrator, it is that employee's responsibility to designate Blinn College employee to be account administrator prior

to vacating that role. The Marketing & Communications Office should be notified when a new administrator is assigned.

Only Blinn College social media administrators should be given posting rights and are responsible for all posted content. Account administrators are responsible for providing the Marketing & Communications Office a current password for all Blinn College-recognized social media accounts for the sole purpose of removing inappropriate content. The Marketing & Communications Office will use such access judiciously and if necessary will immediately inform account administrators of the reasons behind any removed content.

Blinn College-recognized social media accounts are required to link (i.e. “friend” or “follow”) Blinn College’s institutional account within the specific social media network once the account is approved and set up. Blinn College’s institutional account can then repost appropriate messages to reach as larger audience.

What is the goal in creating a social media presence? Before creating new social media accounts, you should carefully consider your goal. Are you using the page to: reach out to new constituents; communicate with your current audience; or post updated information about your hours, programs, etc.? Having a clear goal before you create the page will ensure a consistent message throughout the open-ended lifespan of your presence.

CONTENT GUIDELINES

What should I Post? Social media is, by nature, interactive. You should expect and encourage feedback and discussion on your pages in all forms. Maintain a professional tone in all content and post only meaningful and respectful comments. Do not write anything that could be construed as slanderous or offensive. While some sites such as Twitter limit the number of characters that can be included in a post, please use proper spelling, grammar and punctuation to reflect your affiliation with an institution of higher learning.

Can I Post This? Use good judgment about content and respect privacy laws. Do not include confidential information about the College District community. Do not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or is otherwise injurious or illegal.

Representation of your personal opinions as being endorsed by the College District or any of its constituents is strictly prohibited. You may not use the Blinn College name to promote any opinion, product, cause or political candidate.

By posting content to any social media site, you agree that: you own or otherwise control all rights to that content, your use of the content is protected fair use and you will not knowingly provide misleading or false information.

When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.

Always abide by the social media site's rules. Fans of a Facebook page cannot be censored by administrators, and are only censored by the terms and conditions of [Facebook](#). Twitter's rules are available [here](#).

Official Blinn College trademarks and/or photos: When creating account graphics, you should never use any Blinn College trademarks/photos or alter an existing Blinn College trademark/photo, as they are trademarked property of Blinn College.

Questions regarding these guidelines should be directed to [Jeff Tilley](#) or [Richard Bray](#).