

CPTC Procedure: College-Owned Social Media

ACCOUNT USE

Social media is a powerful resource that has the potential to affect organizational and professional reputations. Because social media platforms sometimes blur the line between personal voice and institutional voice, Coastal Pines Technical College (CPTC) has adopted the following procedure to safeguard the image and integrity of CPTC and the College community.

For the purpose of this procedure, social media refers to a communication tool used by individuals to interact with others by creating, sharing, and/or exchanging information and ideas in virtual communities and networks. The CPTC website, www.coastalpines.edu, and CPTC email system remain the principal communication vehicles for most of CPTC's target audiences. The purpose of CPTC social networking sites is to enhance communications with target audiences and, when appropriate, direct them to the website. Social Media should not be used to replace other forms of traditional communication.

Social networking sites, such as Facebook®, Twitter®, YouTube®, LinkedIn®, Pinterest®, and Instagram®, are being used by millions to stay connected and informed. Having a presence in online platforms allows CPTC to enhance communications with target audiences and market programs and services using cost-effective and powerful strategies. Ineffective use of social media, however, can have a detrimental outcome. In order to operate within these media effectively and ensure that online communications on behalf of CPTC represent the College's best interests, the CPTC community should adhere to the CPTC social media procedures, "Guidelines for Requesting a CPTC Social Media Account," and "Best Practices for CPTC Social Media Account Administrators", which are located on the CPTC Intranet.

APPLICABILITY:

For purposes of this procedure, the College community is defined as employees, students, members of the Board of Directors, members of the Foundation Board, volunteers, and any other groups or individuals who use internally-managed college computing resources. Within the parameters allowed by law, this procedure applies to all members of the College community. These directives

- are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct; the procedure may be adjusted as social media evolves
- apply to social media accounts created to represent CPTC, its departments, programs, student organizations, campuses, and similar elements as well as those privately created/held individual accounts used by members of the College community outside of normal work/business hours if said accounts impact the business of the College.
- do not apply to private individual accounts of members of the College community, if said accounts do not impact the business of the College.

This procedure spans all forms of social media, such as Facebook®, Twitter®, YouTube®, LinkedIn®, Pinterest®, Instagram®, blogs, text messages, and other platforms, as well as those not in existence at the time of procedure adoption.

According to policy of the Georgia Technology Authority and by directive of Governor Kemp, the use of TikTok, WeChat, and Telegram on any state issued electronic device is banned. All

TCSG/CPTC employees should remove these applications from any state issued electronic device in their custody or control. Furthermore, a college owned TikTok account will not be approved.

PROCEDURE:

Officially Recognized Social Media Accounts

Those affiliated with CPTC may not portray themselves as acting on behalf of the College or any part of the College, such as a department, or any other unit, or present a social media account as an official College account unless authorized to do so by the signed approval of the Social Media Account Request Form located on the CPTC Intranet. The College Advancement division, along with the President will review all social media inquiries and determine whether the site would be in the best interest of the College.

The Marketing Department coordinates the communication efforts of the College in all social media applications. Permission to use any CPTC identity marks, trademarks, or logos must be obtained from and may be requested of the Marketing Department. The CPTC academic logo can be used as the profile picture on a college account, as long as the integrity of the logo does not change. In order to adhere to the specific guidelines on logo usage, please refer to the "CPTC Logo Usage: Quick Reference Guide" on the CPTC Intranet.

Account Administrators

The marketing staff is the primary administrator for the College's main pages on any social media site. When other social media accounts are approved, the Marketing Department will authorize a CPTC employee to serve as the Account Administrator. Account administrators are expected to use good judgment about content and refrain from using information and conducting activities that may violate privacy laws, as well as local, state, or federal laws and regulations. Account Administrators are responsible for setting up and maintaining the assigned account(s) and are charged with managing and monitoring content of their officially recognized accounts. In order to assist with posts, when needed, at least one member of the marketing staff will be listed as an administrator on each official College account. The Marketing Coordinator will decide when additional administrators are needed on a social media account. All Account Administrators are responsible for reporting content that may violate TCSG/CPTC policies/procedures.

Additionally, the supervisor named in the Social Media Account Request Form may post to the account, but mainly is responsible for periodic account monitoring. Both in professional and institutional roles, CPTC employees are expected to follow the same behavioral standards online as they would at work. The same laws, professional expectations, TCSG/CPTC policies/procedures, and guidelines for interacting with students, parents, alumni, donors, media, and other college Constituents apply online as in any other situation.

Employees are liable for everything they post to social media sites. In accordance with CPTC's Acceptable Computer and Internet Use Procedure, the use of College computing resources (including Internet resources) is not private and may be monitored.

Site Management

Social media sites that have not been updated in at least 30 days will be assigned an additional account administrator, if possible, to assist with content. If another 30-day period passes with no posts, the Marketing Coordinator will contact the account supervisor and remove the site at the end of the applicable semester.

Content Management

The Account Supervisor and the marketing staff have the right to remove any content for any reason including, but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

Negative comments from students or the public MAY NOT be deleted from an official College social media page unless the comments are threatening, obscene, injurious, illegal, or a violation of intellectual property rights or privacy laws.

In most instances, negative comments do not necessitate a response from the account administrator. However, when a response is appropriate, account administrators should contact the Marketing Department and the Marketing Coordinator will respond respectfully; address the issue, not the person; be brief, positive, and right.

Questions about social media content should be directed to the Marketing Coordinator.

Content

Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Users should consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post.

Users should verify the accuracy of information before posting it and review content for grammatical and spelling errors. Users may not knowingly post misleading or false information and are to hold the College harmless for any claims resulting from the content.

Whenever appropriate, users should link back to the CPTC website. Ideally, posts should be very brief; redirecting a visitor to content that resides within the CPTC website.

Representation of personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. No one is authorized to use the CPTC name, logo, or any other images or iconography to promote an opinion, product, cause, political party or candidate. This includes "liking" or similarly indicating endorsement on social media sites.

Text, photos, videos, and other material posted on social media pages, including personal accounts, should be in keeping with generally accepted professional and/or ethical standards for one's field(s) of work and/or study.

Account administrators are expected to use good judgment about content and refrain from using information that is threatening, obscene, injurious or illegal, or a violation of intellectual property rights or privacy laws. Using information and conducting activities that may violate local, state, or federal laws and regulations are prohibited.

Social media communications that a reasonable person would consider to be a true threat of violence, or that a reasonable person knows or reasonably should know would cause severe emotional distress may be a violation of the law and in turn violate College regulations. Social media communications that contain false statements that could harm a person's reputation or may be defamatory could result in civil or criminal liability.

Content that includes comments or information that could be seen as threatening, obscene, or in violation of intellectual property rights or privacy laws, or otherwise injurious or illegal will be referred to the appropriate authorities.

Confidential and Proprietary Information

Federal laws (including the Family Educational Rights and Privacy Act, or “FERPA”), and HIPPA regulations, Georgia law, and TCSG/CPTC policies/procedures governing the confidentiality of student and applicant records (and information from such records) apply to social media use.

Revealing any form of legally restricted records, data, or information through social media is strictly prohibited. Records protected include but are not limited to: Social Security numbers, financial information, employee or student medical information, limited access employee records pursuant to the Georgia Open Records Act 58-18-70 et seq., trade secrets, copyrighted materials, and other materials the College is required to maintain as confidential or has agreed to keep confidential.

In addition, account administrators may not post information that violates CPTC Acceptable Computer and Internet Use Procedure.

Copyright and Fair Use

Account administrators must adhere to fair use guidelines and be mindful of the copyright and intellectual property rights of others and of the College. When using or posting material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, account administrators should always credit the author and, when possible, provide a link to the original material. For guidance, users may consult the Director of Library Services or Marketing Coordinator.

Identity Standards and Guidelines

All college-owned social media account use must conform to CPTC identity standards (see CPTC Logo Usage: Quick Reference Guide located on the CPTC Intranet).

Terms of Service

Social media users are obligated to follow the Terms of Service of the social media platform employed.

VIOLATIONS OF THE PROCEDURE:

Violations of this procedure may result in criminal or civil penalties, and/or consequences affecting an individual's employment or student status, including but not limited to disciplinary action, and may result in personal liability.

Depictions of behavior that do not comply with professional and/or ethical standards may result in disciplinary action by professional organizations or, if relevant to a CPTC role, by the College.

RESPONSIBILITY

The Executive Director of College Advancement is responsible for ensuring this procedure is implemented.

Adopted: February 27, 2014

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