SOCIAL MEDIA AND NETWORKING POLICY DOCUMENT

7.0   Social Media and Networking Policy

This policy concerns employees of Prince George's Community College who create, manage or contribute to blogs, wikis, virtual worlds, or any other kind of social media and networking sites for the purpose of supporting their professional work responsibilities at the College. Employees are to participate online in a lawful, respectful, and relevant way that protects Prince George's Community College's reputation and follows the letter and spirit of the College's vision and mission.

7.1 Social Media and Networking Standard

The purpose of the social media and networking standard is to establish definitive criteria for the safe and effective use of online media and network sites designed to create and disseminate content through social interaction, and using highly accessible and scalable publishing techniques. Employees are to follow the same behavioral standards online as they would in face-to-face communication.

7.1.1 Definition of Social Media and Networking Sites

Social media and networking sites enable constituents to seek information about the College, its activities and programs, and enables the College to respond and present information about the same. They are loosely defined as any electronic site that facilitates the creation and transmission or dissemination of communiqué within a community of interest and includes, but is not limited to, Facebook, Twitter, LinkedIn, Second Life, YouTube, MySpace, Yelp!, Word Press, Blogger, Flickr, etc. The College may utilize one or more of these sites as a communications outlet and vehicle in accordance with the policy, standards, guidelines and procedures established here.

For the purpose of this policy, the following classification of social media and networking sites is established:

7.1.1.1 College-Sponsored Site: A social media and networking site created and maintained solely by the Office of Marketing and Creative Services.   The College maintains a presence on several popular social media and networking sites. These sites are considered official College communications outlets.

7.1.1.2 Organization/Program Sponsored Site: A social media and networking site created and maintained solely by Web Assistants within the College's various organizational units, programs, and administrative or academic offices.   Only College employees authorized by their area senior team member may establish, operate, manage and/or conduct College business on Organization/Program-Sponsored sites for their respective organizational unit and these employees (known as web assistants) must adhere to the Technology Acceptable Use Policy and the Marketing and Creative Services Policy.

For the purpose of this Policy, a Web Assistant is an authorized individual assigned to manage and maintain an Organization/Program-Sponsored site.

7.1.1.3 Individual-Work Related Site: A social media and networking site created and maintained by one or more College employee(s) such as faculty and staff to communicate with students in the course of their professional work at the College. Full-time faculty, adjunct faculty and student services staff are authorized and encouraged to establish and operate social media and networking sites for the purpose of enhancing the effectiveness of their individual teaching, learning and student services activities.

All such uses of these sites must adhere to the Technology Acceptable Use Policy and the Marketing and Creative Services Policy and must not violate the Family Educational Rights and Privacy Act (FERPA). Only College approved employee and student email systems/addresses may be used by faculty and staff for electronic communication of any information from a student's education record that is protected by FERPA.

Any faculty member may use social media and networking sites for the purpose of enhancing a student's learning experience such as communicating course syllabus materials, course content materials, student projects, group work, etc., all in the interest of enhancing the effectiveness of individual teaching and learning activities. Student Services staff may personally use these sites for communicating with students about various services and activities offered by the Student Services area and/or other College offices.

The Vice Presidents for Academic Affairs, Workforce Development and Continuing Education, and Student Services will be responsible for creating and maintaining additional guidelines that are deemed appropriate for faculty and/or staff who create and maintain Individual-Work Related sites for the purpose of increasing the effectiveness of teaching, learning and student services activities.

7.1.1.4 Personal Site: A social media and networking site created and maintained solely by an individual College employee strictly for personal use and not related in any way to the employee's administrative or academic duties in the College.   Consistent with the College's Technology Acceptable Use Policy, personal use of College IT resources to access social media and networking sites must be limited to incidental use. Incidental personal use is only permissible so long as such use does not consume more than a trivial amount of College resources, interfere with employee productivity, or preempt any business activity.

7.1.2   College-Recognized Social Media and Networking Sites

A site becomes a recognized social media and networking site for the purposes of this Policy when the College, an organizational unit, program, administrative or academic office, or employee establishes the site for College-related business and it is maintained in accordance with these standards, guidelines and procedures. A comprehensive list of College-Sponsored sites and Organization/Program-Sponsored sites will be maintained by the Office of Marketing and Creative Services. An Individual-Work Related site is the sole responsibility of the employee(s) creating and maintaining the site.

7.2 Mandatory Guidelines for Using Social Media and Networking Sites

While all College employees are welcome to participate in social media and networking sites, everyone who participates in online commentary must understand and follow these simple but important standards and guidelines, whether in the conduct of instructional uses or administrative uses concerning the College. All content and interactions on these social media and networking sites must reflect the College in a positive way. Further, content on social media and networking sites must be structured narrowly to focus discussions on a particular interest, program, course, class, event or activity related to College life and/or the College. The following guidelines apply to College-Sponsored, Organization/Program-Sponsored and Individual-Work Related sites:

7.2.1 Unacceptable Content on a Social Media and Networking Site

All employees managing College-Sponsored sites, Organization/Program-Sponsored sites, or Individual-Work Related sites must abide by all College policies, including the Technology Acceptable Use Policy and the Marketing and Creative Services Policy, when posting content. The following types of content are prohibited from these sites:

- Content that violates state or federal law
- Commercial activity
- Political activity
- Online gambling
- Images depicting hazing, harassment, sexual harassment, vandalism, alcohol or drug paraphernalia
- Inappropriate language or language demeaning a third party
- Negative or gossip information that can potentially harm an individual, organization or institution.
- Endorsements of any product, service or private organization
- Personal information or personal financial business
- Material protected by copyright
- Student information and/or academic records
- Virus or Trojan-infected content
- Personally identifiable information (PII) about any current or former Prince George's Community College student or employee. PII is loosely defined as any information that can be used to perform identity theft against an individual.

7.2.2 Managing Content on College-Sponsored Sites

Content for these sites will be maintained exclusively by the Office of Marketing and Creative Services. This office may request information from various offices throughout the College in developing content for these sites.

7.2.3 Managing User-Generated Content on Organization/Program-Sponsored Sites

Web assistants have the responsibility to maintain content on Organization/Program-Sponsored sites assigned to them. In doing so, they must clearly state their affiliation and role. Hiding their identity is strongly discouraged. Web assistants can create a site for their respective organizational/program unit once authorized by the Office of Marketing and Creative Services. They can edit user-generated content with user approval on the sites they manage. Web assistants must remove any content deemed inappropriate or in violation of the criteria above.   At their discretion, web assistants may contact the users to inform them that the content was deleted and to allow the users to adjust their content for re-posting on the site.

7.2.4 Managing Content on Individual-Work Related Sites

Faculty and staff have the responsibility to maintain content on the Individual-Work Related sites they create to support teaching, learning and student services activities. Each such site must clearly state the individual member's affiliation and role. Faculty and staff must exercise appropriate professional judgment regarding the modification or removal of user-generated content that violates items cited in section **7.2.1** above.

7.2.4.1 Mandatory Guidelines for Individual-Work Related Sites: The following mandatory guidelines are provided in the use of Individual-Work Related sites:

7.2.4.1.1 Privacy: Faculty and staff are to be mindful that these sites are not "private" and therefore should not convey information that is protected by FERPA with students.

7.2.4.1.2 Blackboard Tools: Faculty are to evaluate whether the Blackboard social media tools can meet the necessary instructional needs and to use them if they are appropriate.

7.2.4.1.3 Personal Versus Work: Faculty and staff are to separate personal correspondence from Individual-Work Related sites.

7.2.4.1.4 Multi-Institution Employment: Faculty who teach at multiple institutions must be careful to not mix content on sites associated with each institution.

7.2.4.1.5 PGCC Affiliation: Faculty and staff are to clearly identify their PGCC affiliation and role in each Individual-Work Related site.

7.2.4.1.6 Site Maintenance: Faculty and staff are to routinely review and maintain appropriate content in their Individual-Work Related sites.

7.2.5 Maintenance of a Social Media and Networking Site

College-Sponsored and Organizational/Program-Sponsored sites must be maintained, monitored and/or updated at a minimum of once a week, preferably more often. Content deemed in violation of Section **7.2.1** must be removed within one (1) business day or sooner.

Faculty and staff must exercise appropriate professional judgment and review their Individual-Work Related sites frequently to maintain awareness of current content contributed by participants.

7.2.6 Cybersecurity of Social Media and Networking Sites

In large part, the cybersecurity of a social media and networking site is the responsibility of the operator supporting the site. The College's firewall will automatically attempt to block infected content from any site.

If a manager of a site becomes aware of her/his site being infected, the infected content should be removed or deleted immediately. Further support is available through the Technology Services Help Desk. In extreme situations where the site cannot be disinfected, the content is to be removed from the site and uploaded to a new site from a known clean source.

7.2.7 Compliance with Copyright Laws

While a majority of social media content is user-generated, all social media and networking sites must adhere to copyright laws. Copyright-protected content can only be used with the explicit permission of the copyright holder and must cite the content source.

7.2.8 Confidential and Proprietary Information Protection

Confidential or proprietary information about the College, students, employees, or alumni must not be posted on these sites. Employees must follow the applicable federal requirements such as FERPA and HIPAA. Any electronic conveyance of personal information such as grades to students is restricted to the College's student e-mail system. Employees who share confidential information via social media and networking sites do so at the risk of disciplinary action or termination.

7.2.9 Consistent Visual Identity and Branding on Social Media and Networking Sites

The Director of Marketing and Creative Services will be responsible for maintaining a list of official College-Sponsored and Organizational/Program-Sponsored sites along with the individuals responsible for maintaining these sites. The Director of Marketing and Creative Services will also be responsible for ensuring that official "visual identity" and "branding" are common on all such sites.

7.2.9.1 Use of College Logo on Social Media and Networking Sites: All social media and networking sites recognized by the College must maintain a consistent look that is in accordance with College branding. Only College-

sponsored and Organization/Program sponsored sites will be permitted to use any College logos, slogans or advertising collateral. Such use must be approved by the Director of Marketing and Creative Services who will provide the requested information.

College employees using Individual-Work Related sites or Personal sites are not to use College logos, slogans, and advertising collateral.

7.2.10 Use of myPGCC Portal

Social media and networking sites are not a replacement for the use of the College's myPGCC portal. All College-related content, events, and/or programs promoted on the social media and networking sites must also be promoted on the myPGCC portal.

For those organizational units that do not deem it necessary to have a continual presence or deem the demands of maintenance too overwhelming, the College's employee and student portal, myPGCC, can be used for announcements and/or event or program promotion.

7.2.11 Use of Videos and Photos on Social Media and Networking Sites

Photos and videos of individuals may appear on College-Sponsored and Organizational/Program-Sponsored sites if the photos or videos were taken at a public facility and depict a College program or service. Signed photo/video release forms must be received and maintained by the respective organizational unit for members of the public (including students) who are identifiable in the image. Releases are not necessary for College employees if the photo/video relates to their College employment.

Faculty and staff may include or provide links on Individual-Work Related sites to photos and videos that are appropriate and relevant to their individual teaching, learning or student services activities.

7.2.12 Social Media and Networking Site Data Collection

When using a site, assume that any social media and networking site is not secure. All employees are strongly advised to not collect sensitive information such as phone numbers, student ID numbers, Social Security numbers, student addresses, credit card numbers or other payment information, etc. If an individual is discussed on a site, ensure that the individual cannot be identified.

7.2.13 No Privacy of Posted Content

All employees involved in maintaining and posting content to social media and networking sites should be aware that there is no "private" social media. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied and archival systems save information even when posts are deleted. Once content is posted, control of the message is lost.

7.2.14 Disclaimers for Social Media and Networking Sites

All College-Sponsored, Organization/Program-Sponsored and Individual-Work Related sites must post the following disclaimer:

7.2.14.1 Administrator Content: The comments and postings on this site are those of the site administrator and do not necessarily reflect Prince George's Community College policies.

7.2.14.2 Additional Disclaimers: All College-Sponsored, Organization/Program-Sponsored and Individual-Work Related sites must also have the following disclaimers:

7.2.14.2.1 User Response: Prince George's Community College accepts no responsibility or liability for any content generated by users and publicly posted on a site. The College reserves the right to delete or remove (without notice) any content posted on this site that may infringe on the rights of any third party, including but not limited to copyright, trademark, and privacy, or that contain defamatory or discriminatory or otherwise unlawful or inappropriate material.

7.2.14.2.2 Content Ownership: By posting content to College-sanctioned social media and network sites, users give the College the irrevocable right and license to exercise all copyright, publicity, and moral rights with respect to provided content, including using the content for any purpose in any form and on any media, including, but not limited to: displaying, modifying the format, reproducing, distributing, creating other works from, and publishing the content.

7.3   Guidelines for Personal Accounts on Social Media and Networking Sites

Employees or students who choose to engage in Internet blogs, wikis and other forms of social media and networking sites should ensure that the creation of the personal account does not reflect representation of the College in any way. Any use of College IT

resources within campus facilities are to be restricted and must comply with the College's Technology Acceptable Use Policy.   Incidental personal use by employees is only permissible so long as such use does not consume more than a trivial amount of College resources, interfere with employee productivity, or preempt any business activity.

7.3.1   Suggested Specific Use Guidelines

The following specific guidelines are suggested for personal sites:

- Protect confidential and proprietary information
- Respect copyright and fair use
- Exclude any use of College visual identity, branding, logos, etc.
- Respect College time as a productive employee
- Respect use of College's technology resources
- Obey Terms of Service of site being used
- Think twice before posting as these sites never forget
- Strive for accuracy
- Remember the site's audience
- Understand implications of posting photographs
- Avoid posting contact information for yourself or any other individual or entity in the body of your comments

7.4 Procedures for Establishing Social Media and Networking Sites Approval Process

Prince George's Community College supports and encourages the use of official social media and networking sites as a means of communicating with and informing a diverse audience of students, parents, alumni, donors, media and other community constituents about the programs and services offered.

7.4.1 Request for a College-Sponsored or Organization/Program-Sponsored Site

Employees of an organizational unit or program must first seek written approval from their area vice president and complete an official request form from the Office of Marketing and Creative Services to create an Organization/Program-Sponsored site. The request form is available on the Technology Services portal. The completed form must be submitted electronically to the Technology Services Help Desk where it will be forwarded to the Director of Marketing and Creative Services.

The Director of Marketing and Creative Services will advise whether the requested site will better serve the College as a College-Sponsored site, managed by the Office of Marketing and Creative Services, or as an Organization/Program-Sponsored site, managed by the requesting organizational or program unit.

7.4.2   Designated Web Assistants

Each approved Organization/Program-Sponsored site for an organizational unit, program or office should ideally have two designated web assistants to ensure responsibility for the oversight and maintenance of the site. The web assistants must agree to meet the responsibilities of the position as designated below in Section **7.4.2.1**.

7.4.2.1 Responsibility of Web Assistants: Employees serving in the capacity of web assistants must accept the following responsibilities:

7.4.2.1.1 Posting Content: Web assistants must abide by all College policies, including the Technology Acceptable Use Policy and the Public Relations Policy when posting content.

7.4.2.1.2 Site Maintenance: Web assistants must maintain, monitor and/or update the social media and networking site on a frequent basis.

7.4.2.1.3 Content Removal: Web assistants must remove content deemed in violation of Section 7.2.1 within one business day or sooner.

7.4.2.1.4 E-mail Notifications: Web assistants must use available tools, such as e-mail notification of incoming submissions in maintaining social media and networking sites.

7.4.2.1.5 myPGCC Portal: Web assistants must ensure all College-related content, events, and/or programs advertised on the social media and networking sites are also advertised on the myPGCC portal.

7.4.2.1.6 Liability: Web assistants must recognize that as an employee of Prince George's Community College, they are liable for anything they post to these sites.

7.4.3 Employees Other Than Web Assistants

Staff in the Office of Marketing and Creative Services assigned to maintain College-Sponsored sites and faculty and staff who maintain Individual-Work Related sites are to also abide by the same procedures as the web assistants.

7.4.4 Removal of Social Media and Networking Sites

A College-Sponsored and Organizational/Program-Sponsored site will be removed for any of following provocations:

7.4.4.1 Site Dormancy: The site becomes dormant after three months or is otherwise not maintained by the web assistants.

7.4.4.2 Violation: Content on the site is in violation of Section 7.2.1 above.

7.4.4.3 Branding: The site, at the discretion of the Director of Marketing and Creative Services, does not conform to the College's branding.

7.4.4.4 Personal Injury: The site is found potentially damaging to the College's prospective students, students, alumni and/or employees.

7.4.4.5 Third Party Damage: The site is found potentially damaging to any third party.

7.4.4   Other Site Responsibilities

Faculty and staff maintaining an Individual-Work Related site that is found in violation of this Policy will be asked to correct the violation immediately.

7.5 Modification of These Standards and Guidelines

The College reserves the right to change, at any time, at its sole discretion and without notice, these standards, guidelines and procedures. The College will make every effort to notify users of any changes by posting such changes on its social media and networking sites.