

Social Media Policy

Philosophy

Central Carolina Community College encourages participation in social media by college offices to strengthen our reputation and our connection with current and future students, parents, alumni, donors, faculty, staff, and other key audiences. Used responsibly, social media sites provide an effective way to keep abreast of new trends and topics, to promote the college, and to share information and perspectives.

Policy

CCCC welcomes interaction (comments, wall posts, sharing fan photos, etc.) from users of social networking sites such as Facebook, Flickr, LinkedIn, Twitter, and YouTube pages. The college reminds its social media guests; however, that these sites are not private and, as with any Internet site, their security cannot be guaranteed.

Any information guests choose to post on these sites is available to anyone else who visits them. Guests should take this into consideration and use discretion when deciding whether to post personal information about themselves or others on these sites. Use of these sites is voluntary, and any guest using them assumes the risk associated with the use of social networking sites and agrees to release and hold harmless the college for any claims, causes of action, or damages that may arise relating to the guest's use of these sites.

The college reserves the right to remove any and all content and comments at its discretion. Acceptable content may be positive or negative in context to the conversation, regardless of whether it is favorable or unfavorable to CCCC. However, language that is illegal, obscene, defamatory, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to any person or entity, or otherwise injurious or objectionable is unacceptable and shall be removed. Content and comments intended to promote commercial products or services are not permitted under college policy and will be removed. Content that violates any college policy will be removed.

Approval

Departments that have a social media page or would like to start one should contact the Marketing and Public Affairs Department.

College approval of a social media site for a program or department is contingent on whether it can be carried out in such a manner that positively supports the institution's mission and vision and whether it adds value to both the college and the audience. At least one faculty or staff person shall be designated to monitor the social media site(s), identify problems that emerge, and take action when necessary.

On personal sites, identify your views as your own. If you identify yourself as a Central Carolina Community College faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.

Updating and Monitoring

Pages shall be updated on an ongoing basis by the departments or units that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. To be effective, pages must be dynamic and will require updating more frequently than a website. A stale page may cause more damage to the image of the college than having no page at all. Posts on social media sites should protect the college's institutional voice by remaining professional in tone and in good taste. In addition, the public nature and longevity of comments should be considered before posting.

Marketing and Public Affairs is charged with the responsibility to monitor the college's social media initiatives. If disciplinary action seems necessary, Marketing and Public Affairs shall contact Human Resources who will determine an appropriate course of action for college employees.

Protect Confidential and Proprietary Information

Do not post confidential or proprietary information about Central Carolina Community College, students, employees, or alumni.

When posting, be mindful of the copyright and intellectual property rights of others and of the college.

Terms of Service

Obey the terms of service of any social media platform employed.

CCCC Social Media Addresses

- Facebook, www.facebook.com/iamcccc
- Flickr, www.flickr.com/photos/iamcccc
- LinkedIn, www.linkedin.com/in/iamcccc
- Twitter, www.twitter.com/iamcccc
- YouTube, www.youtube.com/centralcarolinacc

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