



Social Media Handbook

Site Administrator Guidelines and Policy for Managing
the College's Social Media Pages

Updated September 2023

Office of Marketing & Communications

INTRODUCTION + PURPOSE

Delaware County Community College, its departments and individuals, in their capacity as social media site administrators for official College social media accounts, use social media to market and promote the College by informing constituencies about College-related news, events, developments, and the services and programs we offer; build online communities of constituents with shared interests; and provide an engaging way for constituents to share thoughts, ideas and experiences through online discussions, postings, photos and videos pertaining to official College business. Social media allows us to provide more in-depth glimpses into campus life, student/alumni success stories, academic information and student success resources. Rich media (short videos, photos, audio clips) should be used, when possible, to provide a deeper, personal experience.

For the purposes of these guidelines, “constituents” include current and prospective students, alumni, donors, community and business partners, legislators, sponsoring school district administrators, civic leaders, and members of the community at large. It is crucial that the College’s social media presence provides timely, consistent, accurate information that remains faithful to the College’s brand identity. The use of social media at the College is not for sharing personal information or self-promotion.

The College’s official guidelines and policy are intended to help navigate and engage in social media conversations while managing these important communication channels. These guidelines and policy are intended for all Delaware County Community College students, staff and faculty or anyone who represents the College in any way utilizing social media.

SOCIAL MEDIA DEFINED

“Social Media” refers to all forms of tools, platforms and services used for creating, integrating and distributing or sharing user-generated content including, but not limited to Facebook, Twitter, YouTube, Google, LinkedIn, Instagram, Tumblr, Flickr, Pinterest, Flipboard, TikTok and Snapchat.

THE COLLEGE’S APPROACH

Strategy

To maximize the effectiveness of Delaware County Community College’s social media presence, the Office of Marketing and Communications maintains one primary institutional account on Facebook, Instagram and Twitter, and will limit the number of supplemental college-affiliated accounts or groups. College departments wishing to promote their information and services may do so through the main College page by contacting the Office of Marketing and Communications. Employees of the College are not

permitted to create individual department accounts without prior approval. The Office of Marketing and Communications reserves the right to enforce the deletion or inactivation of any unapproved social media pages, groups, accounts or sites.

Objectives

Each social media site utilized by the College should have a well-defined target audience and unique purpose.

Facebook + Instagram – Facebook and Instagram are primarily used to engage students and other stakeholders in conversation about the College. The secondary use is to disseminate information.

LinkedIn – LinkedIn is a professional network with the purpose of strengthening connections among College alumni and the institution. LinkedIn allows students, alumni, faculty and staff to tap into the invaluable career experience and opportunities of our College community.

YouTube – YouTube is primarily used to showcase and share videos from College events, programs or classroom activities in a central repository.

Twitter – Twitter is primarily used by the College to disseminate information to students and community stakeholders, including legislators, businesses, non-profits, residents, the press and other educational institutions.

While the five social networks outlined above represent the College's official entrée into the social media space, the guiding policy contained herein applies to any other social media. For a definition of social media, refer to the "Social Media Defined" section.

The College's Official Social Media Sites

Currently, Delaware County Community College officially maintains accounts on the following platforms:

Facebook

- Main College page: www.facebook.com/DelawareCountyCommunityCollege

Instagram

- Main College page: www.facebook.com/DelawareCountyCommunityCollege

LinkedIn

- Main College Page: <https://www.linkedin.com/school/delaware-county-community-college>

YouTube

- Main College channel: <http://www.youtube.com/DelawareCtyCommCol>

X, formerly known as Twitter

- Main College account: <http://www.twitter.com/delawareccc>

HOW TO PROVIDE CONTENT FOR POSTS

While the Marketing and Communications staff will regularly review the official Calendar & Events web page and post deadlines associated with registration, holiday information, school closings and major news found on the News & Information page of the website, the College uses a centralized management model as we publicly launch and promote our social media sites. Any campus, division, department, organization or club at the College can email the Office of Marketing and Communications (socialmedia@dccc.edu) with the messaging to be posted, and the Marketing and Communications staff will post it. The Marketing and Communications office will maintain and post to the official College social media platforms requested. Requests are due **one week prior** to the desired posting date to ensure we are not posting more than two messages per day providing time for fan feedback – a social media best practice.

Please use our [request form](#) for your posting requests.

REQUEST TO REPRESENT THE COLLEGE THROUGH SOCIAL MEDIA

The College uses a centralized social media management model, meaning that most of the College's official social media sites will fall under the purview of the Office of Marketing and Communications with responsibility for pulsing messaging, making updates, ongoing monitoring and measurement/reporting. However, various departments and offices may request to have their own social media pages/presences to officially represent Delaware County Community College in a specific area of expertise or affinity by submitting a [Social Media Account Application Form](#).

Note: All employees seeking to create a social media account associated with the College must submit a [Social Media Account Application](#) and receive approval from the Office of Marketing and Communications.

Below are some important requirements:

- The Office of Marketing and Communications will initiate account set-up.
- An official College department email account must be used.
- The supervisor of the requesting department must authorize the request.

- These departmental social networking pages or sub-pages need a minimum of two Administrators assigned. If an Administrator leaves the College, they will be removed as a page administrator and another person assigned in their place.
- The Marketing and Social Media Specialist or their representative must be added as an administrator of the departmental page/sub-page for oversight.
- Review the Marketing and Social Media Toolkit resources before beginning your account. This includes Best Practices, Brand Guidelines and other tools to ensure the new account aligns and optimizes the College.
- Administrators should check their page(s) a minimum of three times a day.
- Administrators must adhere to the policies and guidelines set forth in this document as well as the agreed upon Terms and Agreements set forth on the *Social Media Account Application*.
- Students or Occasional Others assisting departmental administrators with social media must have all content approved by the admin (employee) prior to posting.

STUDENT CLUBS AND ORGANIZATIONS

Student clubs and organizations are required to adhere to the following:

Student clubs and organizations must obtain approval from the Office of Marketing and Communications to establish a social media presence which includes our approved platforms of Facebook, Instagram, Twitter and LinkedIn. Approval must be received **PRIOR** to the creation of the page.

Students are **not permitted** to create or set up Facebook groups, Twitter accounts, or LinkedIn groups for college clubs or departments on behalf of the institution. Student groups or accounts must be set up by the Office of Marketing and Communications and follow guidelines for naming conventions, image selection, and other page features as prescribed by the Office of Marketing and Communications. Please visit our brand guidelines on our landing page for more information.

Administrators of student clubs or organizations must include the club advisor (if applicable), the Marketing and Social Media Specialist, and a student officer of the club who is charged with maintenance of the page. Student admins who leave the college need to have their admin rights removed upon departure. In addition, when a new club officer is elected, previous student admins should have their admin rights removed.

STYLE GUIDE

Please contact the Marketing and Communications office for advice on how to properly use the College logo, in a variety of applications. The Marketing and Communications office can provide direction on the appropriate use, colors, size and placement for branding continuity in all of our marketing and communications efforts. Please visit our brand guidelines on our landing page for more information.

SOCIAL MEDIA BEST PRACTICES

Delaware County Community College supports open dialogue and the exchange of ideas.

The College considers social networking and other forms of online discussion as a primary form of communication among individuals. The keys to success in social media are being honest about who you are, being thoughtful before you post and respecting the purpose of the community where you are posting.

While posting on behalf of the College is reserved exclusively for the President's Office and the Marketing and Communications Office, we ask that as an account administrator for a department, club, or office associated with the College, your posts represent your department, club or office, which reflects on the College at large. As such, please keep the following in mind at all times:

Please remember that your social media account is part of Delaware County Community College and reflects the College in every aspect. Your account should be an extension of the College voice and mission, which is authentic, accessible, proud, community-oriented and empowering.

Stay on brand. All content, images, logos and links must accurately and responsibly support the Delaware County Community College brand. Please visit our brand guidelines on our landing page for more information.

Have all the facts. All research, data reporting, and analysis made public through social media should be verified for accuracy. Cite and link to your sources whenever possible. Above all, correct your errors quickly and visibly. That is how you build the trust of your community.

If something gives you pause, refrain from posting it altogether. There's no way to "undo" a post, even by deleting it. So, if you have the slightest hesitation, it's not worth the repercussions.

That said, healthy conversation and engagement are what make social media successful. As long as you maintain the utmost respect for others' viewpoints and ideas, civil and thoughtful discussion is encouraged. **If the tone or content of any comments or discussions is threatening to any person, place or property or potentially violates the law or the College's policies, we maintain the right to remove such posts. Contact the College's Marketing and Communications department when you're unsure how to move forward.**

DELAWARE COUNTY COMMUNITY COLLEGE SOCIAL MEDIA POLICY

Introduction

Delaware County Community College, its departments and individuals, in their capacity as social media site administrators for official College social media accounts, use social media to market and promote the

College by informing constituencies about College-related news, events, developments, and the services and programs we offer; build online communities of constituents with shared interests; and provide an engaging way for constituents to share thoughts, ideas and experiences through online discussions, postings, photos and videos pertaining to official College business.

This policy establishes the College's expectations and employee and student responsibilities, consistent with the above-referenced rights and principles, regarding the use of existing and emerging social media communication technologies. Compliance is required.

Social Media Defined

"Social Media" refers to all forms of tools, platforms and services used for creating, integrating and distributing or sharing user-generated content including, but not limited to Facebook, Twitter, YouTube, Google, LinkedIn, Instagram, Tumblr, Flickr, Pinterest, Flipboard, TikTok and Snapchat. Social media allows us to provide more in-depth glimpses into campus life, student/alumni success stories, academic information, student success resources, etc. Rich media (short videos, photos, audio clips) should be used when possible, to provide a deeper, personal experience.

Use of Social Media at Delaware County Community College

Webpages and social media identified with the College must be consistent with the College's publishing guidelines, and employee and student codes of conduct, and shall be used only to support an authorized College or student function, group, or event. See [Social Media Guidelines](#) for more information.

All other webpages and social media not approved by the College is not permitted to display video, audio, photographs, written text or any other material created by or for the College:

- unless authorized by the College in writing
- directly or indirectly suggest that the communication is associated with the College or that the College endorses the views or opinions expressed in the content
- and if linked in any way to the College's website or information technology system, must explicitly state that the material provided is the individual's own and is not associated with the College and does not express the views or opinions of the College.

Confidential and Proprietary Information

Any content posted on social media sites is not to be confidential or personal information about oneself, past or present students, faculty, staff, board members, leadership or other authorized representatives. Do not cite or reference students, faculty, staff, administrators, partners, suppliers without their express approval. All statements must be true and not misleading, and all claims must be substantiated and approved. Be smart about protecting yourself, your privacy and confidential information about Delaware County Community College.

Copyright and Fair Use

Make sure you have the right to use content, logos, links, photos, videos or any other non-original content before you publish. Be mindful of copyright and intellectual property rights of others and of the College. Social Media communication blurs many of the traditional boundaries between internal and external communications. Be thoughtful about what you publish. When you do make a reference, link back to the original source if possible.

Freedom of Speech and Comment Deletion

The College's social media is purposed to promote interaction and conversation with and between students, faculty, staff and the broader community. However, there may be times where a social media user communicates something inappropriate for the general audience. The College therefore reserves the right to, in its sole discretion, delete user comments that promote commercial ventures or that do not comply with other college (or social media platform) policies. Posts that meet any of the following conditions are prohibited and subject to removal:

1. Comments that are not related to the topic currently being discussed on the college's social media page.
2. Expressions of speech that constitute libel. Libel means speech that intentionally or negligently makes false statements about an individual, group or entity that causes injury to their reputation; and speech that maliciously makes false statements about a public official causing injury to their reputation.
3. Expressions of speech that are obscene and not protected by the First Amendment. Obscenity means a depiction or description, in a patently offensive way, of sexual conduct or excretory functions that, when taken as a whole, lacks serious literary, artistic, political or scientific value or that the average person, applying contemporary local standards, would find, when taken as a whole, appeals to prurient interests.
4. Expressions of speech that are directed to inciting or producing imminent violence or other breach of the peace and are likely to incite or produce such action.
5. The use of film, photographs, logos, or other material that violates the copyright, trademark or intellectual property rights of the College or others. Digital and audio recordings of live or online classroom instruction may not be published on Social Media without the prior written consent of the appropriate faculty member(s), or any student who is identified and the College.

Violations

The College reserves the right to review content posted to any social media channel in the name of or by the College and may remove or cause the removal of any content that violates this Policy or federal, state or local laws. The College may block posts of users that violate this Policy and/or restrict or deny a violator's access to the College social media channels. College Employees who violate this Policy may be

subject to disciplinary measures. Students who violate this Policy may be subject to discipline in accordance with the Student Code of Conduct.

Social Media Site Disclaimers

Official Delaware County Community College social networking pages will include the following disclaimers, with the "Reporting Abuse" disclaimer tailored to each specific site.

User-generated Content and Disclaimer

Delaware County Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or any other materials whatsoever ("Content") generated by users ("the Users") and publicly posted on this page.

Inappropriate Content

Any comment or post deemed inappropriate by Delaware County Community College administrators will be removed without prior notice. Examples of inappropriate content or links include those that are sexist, racist, profane, abusive, violent, obscene, spam, and those that advocate illegal activity, or contain falsehoods or libel, incite, threaten College students, employees, faculty, guests or other individuals. We do not permit content promoting products, services, events involving alcohol consumption or promoting commercial, political or other ventures. Anyone who believes this page includes inappropriate content should report it to the Delaware County Community College Marketing & Communications (PR) office at pr@dcc.edu.

Disclaimer for content on linked sites

Delaware County Community College accepts no liability or responsibility whatsoever for the contents of any target site linked from this page.

Terms of Use

By posting content on this page, you represent, warrant and agree that no content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory or discriminatory or otherwise unlawful material.

Delaware County Community College reserves the right to alter, delete or remove (without notice) the content and remove or ban fans at its absolute discretion for any reason whatsoever.

Copyright

The content on this page is subject to copyright laws. Unless you own the rights in the content, you may not reproduce, adapt or communicate without the written permission of the copyright owner nor use the content for commercial purposes.

Reporting Abuse

Facebook encourages all users to report abusive content. To make a report, follow [Facebook's instructions](#).

Delaware County Community College reserves the right to modify this Disclaimer. If we decide to change our Disclaimer, we will post those changes on this page. Any modification is effective as of the posting of the change.

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RESOURCES

Network, Computer and Internet Use Policy

Please refer to the policies for Network, Computer and Internet Use which can be found online at <http://www.dccc.edu/oit/policies>.

Use of Electronic Systems

Network, Computer and Internet Use Policy
<http://www.dccc.edu/oit/policies>

Fair Use

Electronic Frontier Foundation's "Fair Use FAQs"
http://w2.eff.org/IP/eff_fair_use_faq.php