



North Orange County Community College District (NOCCCD) Social Media Guidelines

PURPOSE

Social Media is a communication tool allowing for interaction between the District/colleges and the greater community, including, but not limited to: prospective and current students, district residents, college alumni, faculty, staff, and administrators. It is also a method of branding the District/colleges and educating students, potential students, staff and the community about who we are. The use of social media is used to promote the mission of the District and the colleges.

GUIDELINES

The NOCCCD supports and encourages the use of social media by the campus community. Users should remember that all information posted on a social media site belonging to an organization sanctioned by NOCCCD (department, program, club, etc.) must be in compliance with the *NOCCCD Social Media Guidelines*, District Board Policy & Administrative Procedures, and federal and state regulations. Faculty and staff are encouraged to determine what social media and blogging are appropriate for their courses in relation to the curriculum. However the District assumes no liability for use of social media sites and blogging with students other than through NOCCCD sanctioned sites (department, program, club, etc.).

The District/colleges reserve the right to determine if content posted to sanctioned social media sites conforms with District/college guidelines. Social media sites incorporated and used in conjunction with regular instructional activities are not subject to these guidelines. Every effort will be made to delete user-posted content deemed inappropriate, including:

- Posts in violation of Federal, State or local laws
- Posts in violation of the NOCCCD Board Policies and/or Administrative Procedures
- Libelous, slanderous, or defamatory comments
- Vulgar, racist, sexist, or ethnic slurs
- Comments pertaining to violence
- Sexual harassment
- Personal attacks
- Obscenities
- Plagiarized material
- Private information published without consent
- Commercials, soliciting for personal gain or profit, or spam
- Comments that suggest or encourage illegal activity
- Posts that infringe on copyrights or trademarks
- Incorrect information
- Photographs or videos with sexual content

Content must also adhere to any proprietary “code of conduct” or “terms of use” stated by the hosting social media platform.

RESPONSIBILITY

The Public Relations/Governmental Affairs Office at the NOCCCD and the Public Information Offices at Cypress College, Fullerton College and the School of Continuing Education are responsible for creating, managing and removing content from any of the social media sites. These offices are also responsible for monitoring postings, and taking appropriate action when necessary.

NOCCCD employees are encouraged, but not obligated, to participate in institutional social media forums. If an employee notices a post that he/she deems incorrect or inappropriate (as outlined by the *Social Media Guidelines*), contact the Public Affairs Office at the District or the appropriate Public Information Office at the campus for appropriate action.

MONITORING

The online presences may be checked by the Public Affairs and/or Public Information Offices for inappropriate content, misuse, questions, concerns, abuse of the page, or spamming. NOCCCD cannot guarantee that inappropriate content will not be posted but will attempt to remove it once discovered and/or reported.

Each social presence shall list a way for users to contact the administrator of each page.

CONDUCT

Acceptable online participant conduct is similar to that of the conduct expected in the classroom or on the campus. Therefore, the following is expected of the online community that belongs to each of NOCCCD's online presences:

- Respectful behavior: treating everyone with civility, courtesy, tolerance and acceptance, and recognizing the worth, dignity, and unique characteristics of each individual.
- Accountability: Taking personal responsibility for one's own online actions and decisions. Fair and just actions utilizing equitable processes in decision making.
- Compassion: caring for others, both within and apart from the online NOCCCD community. Providing services to others in a manner that reflects our commitment to them and to their well-being.

CONTENT

Social media is meant to provide the followers with information regarding the District/college, engage the users in conversation and serve as a place where followers can communicate among each other and with the District/college informally.

The administrators of the media are to create a persona that will serve as the voice of the institution. This voice is to be consistent, subjective, understanding and personable.

Approved by Technical Advisory Committee, May 17, 2011

Reviewed by Chancellor's Staff, June 7, 2011

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