

SUNY ORANGE SOCIAL NETWORKING PROCEDURES/GUIDELINES

STATEMENT OF PURPOSE

The procedures and guidelines that follow have been established to better inform the SUNY Orange community of the potential benefits and pitfalls associated with the use of social media. Such issues could include violations of College policy, legal statutes and privacy rights; damage to the reputation of oneself, others or the College; harassment, professional development and safety concerns.

WHAT IS SOCIAL MEDIA?

Social media generally refers to the use of online tools and services, normally websites, applications or programs, that allow any user to create and publish content directly to the Internet. This online content could be in the form of text, images, photos, audio or video. Social media also allows instant or close-to-instant communication between users. The most common form of a social media presence is a social media site. Some examples of social media sites include, but are not limited to: Facebook, Twitter, LinkedIn, YouTube, Flickr and blogs.

HOW SUNY ORANGE IS CURRENTLY USING SOCIAL MEDIA

SUNY Orange, as an institution, utilizes various social media platforms to promote the College and its programs, services and events. Social media is viewed by the College as one of several tools that successfully allow the institution to outreach to students, faculty, staff, alumni and residents of the local community.

CREATING A SOCIAL MEDIA PRESENCE AND THE RISKS ASSOCIATED WITH BELONGING TO SOCIAL NETWORKING SITES.

There are certain responsibilities that are involved in creating and, more importantly, maintaining a social media presence. Following are some potential risks when using social media:

- Your content will be available on the internet and, once posted, is very difficult or in some cases impossible to completely remove from the internet. You may, or the College may, be held responsible for any comments made about other people or institutions. If you are unsure, **DO NOT POST**. Please contact the Office of Communications with any questions (Chris Thurtle at 341-4402).
- Posting personal information such as email addresses, phone numbers or mailing addresses is not recommended and posting student information may be illegal. Be familiar with legal protections afforded to students through state and federal laws, including the Family Educational Rights and Privacy Act (FERPA). Become familiar with the privacy policies on each social media site, as well as the privacy guidelines all College employees must follow. It may also be difficult to unsubscribe from a social media site and have your information removed without a long waiting period. Your information may even be sold to another company if the social media site closes down.
- Content that is published online is very difficult or impossible to remove. Your online comments--even if they are not libelous or illegal--may damage your reputation at the College or within the community, and may be discovered by future employers. If you wouldn't want your comment on a flashing neon sign in Times Square with your name underneath, it's probably not a comment you should post online.

ESTABLISHING A SITE

- Once a College department or unit has determined its interest in creating a social media page, a representative of the department should contact Chris Thurtle, Assistant Director of Communications for New Media, at 341-4402.
- All SUNY Orange social media sites will be expected to comply with these procedures and guidelines, including those sites already in existence. The first step toward compliance is to contact Chris Thurtle at (845) 341-4402.
- Department sites will be managed by at least one representative from the department, while at least one member of the College's Communications staff must be granted administrator privileges for the site to assure compliance with these and other College guidelines. A member of the Student Activities staff may

also be granted administrator privileges. Student clubs and organizations are expected to follow the same protocols and should have their faculty/staff advisor or a Student Activities representative coordinate with Chris Thurtle on establishing the site.

- Social media sites that represent the College or any of its departments should be established in a way that limits exposure to inappropriate advertising or links to other posts that do not reflect well on the College.
- Any social media sites developed under the SUNY Orange brand will reflect a College-wide presence for the department, unit or organization. This is in keeping with the College's intended "two campuses/one College" presentation to the community-at-large.

GETTING STARTED

Please read and become familiar with these SUNY Orange Social Media Procedures and Guidelines. But, as social media is constantly changing, these guidelines may not address specific types of social media, but are broad enough to cover the current social media avenues, in addition to those that may emerge in the future.

To utilize social media in the most effective way, and to present a consistent image of quality for SUNY Orange to our social media users, please first consider the questions below:

What is your goal in creating this site?

- What do you wish to achieve with this site? (For the public to be aware of events, to inform students of new services, inform the College community of certain dates)
- With whom do you wish to communicate? (Students, general public, etc.)
- Do existing College programs/communications tools exist (web site, College Grapevine or Student Grapevine, main SUNY Orange Facebook page) that might serve your needs better than a social media site? NOTE: The Grapevines and College Facebook page will reach approximately 10 times the audience of a newly created social media site.

DETERMINING THE SOCIAL MEDIA SITE BEST SUITED TO YOUR NEEDS

Official College Site: If you wish to establish an "official College site" (e.g. The Official SUNY Orange Business Department Facebook Page), the Communications Department will work with you to determine if a site is necessary and how it may best be integrated into the College's overall social media program. The Communications staff will create the new site for you, or work with you to create the site, and set up branding for the new site that is consistent with the College brand and colors. The name/title should be discussed with the Office of Communications as part of the setup of the site.

Private Group: If your site is going to be in the form of a private group, you will be expected to monitor the site regularly and collaborate with the Communications staff on an annual site audit to determine if the site is still meeting its goals or whether any of the goals need to be revised or updated. The name/title of the private group should be decided in cooperation with the Communications Staff.

(PLEASE NOTE: A social media site for an individual course or class, while still a public representation of the College for which the College could be held responsible, is not considered "an official College site" for the purposes of these guidelines. However, the College asks that you still contact the Communications Department for guidance and assistance, and so the College is aware of those social media avenues you are using.)

ESTABLISHING RESPONSIBILITY FOR SITE MAINTENANCE

A member of your department, unit or organization must be assigned to oversee the **daily monitoring** of the site, message creation and site promotion. A regular posting schedule should be established and it is recommended that the site manager commit to at least one weekly posting to the site.

CREATING GOALS FOR THE SITE

It is important to establish methods for how you will **define and measure success** with the new site? Measurable yearly goals should be created for the site. How will site success or failure be evaluated? (e.g. 200 Facebook likes in the first year, Twitter followers, etc.)

REQUIREMENTS

One member of the Communications Department should always have administrative access to the social media site for any “official College site” created, and be permitted access to monitor other social media sites/groups when required.

Social media site managers agree that on a yearly basis, the goals for their site should be evaluated. If a site has not met the agreed goals, has not been updated regularly, is no longer needed, that the site should be closed and deleted.

COLLEGE POLICY GOVERNING SOCIAL MEDIA

SUNY Orange Board Policy 2.27 (Code of Professional Ethics) governs the utilization of social media for College employees. It states that College employees “shall follow established College guidelines regarding the institutional and personal use of social media in order to protect the confidential and proprietary information of the College, safeguard SUNY Orange’s institutional voice, and preserve the professional and personal reputations of those within the College community.”

As a general practice, College employees should be familiar with the entire content of BP2.27.

GUIDELINES

- Do not post confidential or proprietary information about Orange County Community College (SUNY Orange), students, employees or alumni. Employees must still follow the applicable federal requirements such as FERPA and HIPAA, as well as National Junior College Athletic Association (NJCAA) regulations. Adhere to all applicable college privacy and confidentiality policies, including policies concerning the images of individuals. If there is ever a question concerning these requirements contact the Communications Officer of the College.
- Sharing of images, video, audio, or newspaper/journal articles is subject to copyright law. When posting content, be mindful of the copyright and intellectual property of others and of the College. For guidance and questions about the use of copyrighted material, contact Chris Thurtle at (845) 341-4402.
- If you wish to post video/photos, please bear in mind these can reflect upon you, your students and the College as much as words you post, and are just as difficult to “take back” after they are posted. Students should be given the opportunity to opt-out of having their photo taken if possible. As per the Student Handbook, students do consent to having their image used to promote the academic, cultural and student activities of the College.
- Do not use the SUNY Orange logo or any other college image or iconography on **personal** social media sites. Do not use SUNY Orange’s name to promote a product, cause, or political party or candidate.
- College computers and time on the job are reserved for college related business as approved by supervisors and in accordance with the Network and PC Utilization Policy of the College (BP2.8) that provides guidance on permitted and prohibited uses of College-issued computers.
- It is the responsibility of the site manager to keep the information on social media sites up-to-date, taking into account the desired messages, audiences and goals.
- When appropriate, link back to the SUNY Orange web site. Posts should be brief; redirecting a visitor to content that resides within the SUNY Orange web environment. When linking to a news article about SUNY Orange, check first to see whether you can link to a release on the SUNY Orange site instead of to a publication or other media outlet.
- Posts on social media sites should protect the College’s institutional voice by remaining professional in tone and in good taste. No individual or SUNY Orange unit should construe its social media site as a

representation of the College as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post, names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

- All social media posts on SUNY Orange sites should not only follow SUNY Orange protocols, but should adhere to the guidelines established by the individual social media site providers. Do not post unauthorized commercial solicitations ("spam"). Do not bully, intimidate or harass other users. Do not post content that is hateful, threatening, pornographic or that contains nudity or gratuitous violence. Do not do anything unlawful, misleading, malicious or discriminatory.
- It is permissible for a site administrator to delete posts that are profane, are considered to be a personal attack, could be construed to be discriminatory, or may be deemed inflammatory.

BEST PRACTICES

- It is important to note that course curriculum and primary communication with students for courses either partially or fully online should be supported through ANGEL course shells, rather than through a social media site.
- Communicate regularly, but don't "spam": one to two messages a day is a good rule of thumb, more than that and your audience might feel overwhelmed and "unsubscribe."
- Check your site at least once per day: Social media is 24/7, new messages can come in at any time, YOU are responsible for monitoring and deleting messages that are not appropriate.
- Make sure you respond to questions within 24-48 hours at most.
- Anything that you endorse or "Like" as your online presence may be seen as an official endorsement by the College.
- Never put anything on a social media site that you wouldn't want to see on a billboard in Times Square.
- Once you post something, you cannot "take it back" so please take additional time to consider your post before you hit "Send", and typographical errors (typos) reflect badly on you and the College, so please also proofread your submissions.
- Be respectful to your audience, avoid using CAPITAL LETTERS BECAUSE THAT LOOKS LIKE YOU ARE SHOUTING AT THEM!
- Refrain from getting into an argument on social media: no matter what you post and whether you are in the right, it will reflect on the College negatively. It is suitable to acknowledge the user's complaint and post one polite response if necessary, but dialogue beyond that should be avoided.
- On personal sites, identify your views as your own: If you identify yourself as a SUNY Orange faculty or staff member online, it should be stated clearly that "the statements or views expressed here are not reflective or representative of those of my employer."
- It is strongly recommended that College employees do not "friend" or otherwise establish private one-to-one links with students via social media. Private online communication with a student should be made through SUNY Orange email. All interactions with students via social media should be made through the officially established page, group, or similar site.
- Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at a resolution that will not be easily printed.

If you have questions, or wish to report a violation of these social media procedures, please contact Chris Thurtle, Assistant Director of Communications for New Media, at (845) 341-4402.

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