Social Media Guidelines – Students and General Audience

This social media policy is in effect for faculty, staff and students who participate in

social media for and on behalf of the college

Purpose

This document outlines the publication policy for Chattahoochee Technical College's page(s) on social media, including (but not limited to) Facebook, Twitter, YouTube, LinkedIn, Snapchat, and Instagram. Chattahoochee Technical College's social media presence is intended to provide the College community with a venue to share thoughts, ideas, and experiences through discussions, CTC News, postings, photos, and videos. Publication guidelines will be similar to any other media.

The Chattahoochee Technical College social media pages will provide students and other constituents with up-to-date College information and the opportunity to communicate with page administrators and other page users. These guidelines are intended to outline proper use guidelines in order to ensure the most effective use of the pages.

These guidelines address the College's official presence on social media sites

Responsible parties

The Digital Communications Specialist is the primary administrator for the College's main pages on any social media sites. Those who wish to contribute information or make suggestions for the Chattahoochee Technical College pages should email social@chattahoocheetech.edu.

Followers

The term "followers" refers to a member of social media that decides to "like" a particular page. This means that the person is a recognized follower on the page, is able to interact on the page, and receives updates sent out about events.

Followers of the College's social media platforms cannot be censored by administrators, and are only censored by the terms and conditions of the site. Facebook, Twitter, LinkedIn, Instagram, etc. have established many guidelines in regards to language, posting pictures and videos, and various other topics. Be sure to read the guidelines carefully and report followers that violate any terms or conditions.

Existing policies governing student and employee behavior apply to the College's social media pages. The College takes no responsibility for content posted by non-employees or non-students.

Other

Because the Chattahoochee Technical College pages on social media sites are interactive tools, administrators should monitor pages closely and frequently to supervise user conduct.

Any questionable conduct should be reported to the Digital Communications Specialist.

Social Media Posting Policies, including Personal Sites

Chattahoochee Technical College has created several accounts on social networking sites to engage with all current and new community members while encouraging a dynamic conversation about news, events, and topics of interest to the Chattahoochee Technical College community. In doing so, Chattahoochee Technical College respects First Amendment rights and embraces free speech values. Our goal is to encourage free speech on Chattahoochee Technical College related social networking site(s), as well as to promote community values and ideals.

For these reasons, the contents of the Chattahoochee Technical College social media pages, and other areas available for posts are a combination of content submitted by individual administrators of the Chattahoochee Technical College page(s) and individual Facebook members (Chattahoochee Technical College students, faculty, staff, alumni, and community members). Content submitted by individuals does not in any way reflect the opinions or policies of the College. **No one is authorized to use the Chattahoochee Technical College name to promote any opinion, product, cause, or political candidate.**

Please be aware that all content and posts are bound by the Facebook Terms of Use Code of Conduct and the Chattahoochee Technical College Computer Use Policy. In addition, Chattahoochee Technical College reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College's best interest. Both in professional and institutional roles, employees and students should follow the same behavioral standards online as they would elsewhere. The same laws, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other college constituents apply online and offline. Employees and student-representatives of the school are personally liable for anything they post to social media sites.

Posts Containing Photos: These will not be accepted unless specifically requested by an authorized representative of the college for a contest or other college-related purpose. In these instances, pictures will be reviewed and will not be posted if deemed inappropriate.

Chattahoochee Technical College also observes the following policies:

Comments/Wall postings: Any comment or post deemed inappropriate by Chattahoochee Technical College administrators due to harassing or threatening language, slander or profanity will be removed from the wall without prior notice. Chattahoochee Technical College reserves the right to block posts from individuals who violate this policy. In addition, we will also remove any posts violating FERPA or the student right to confidentiality. **Employees or students who share confidential information do so at the risk of disciplinary action or termination**. Please be aware that we cannot immediately review every comment posted on the page.

Posts are to be used only for noncommercial purposes. You may not solicit funds or promote commercial entities. Do not use the Chattahoochee Technical College logo or any other college images or iconography on personal social media sites. Do not use Chattahoochee Technical College's name to promote a product, cause or political party or candidate.

Consult the Chattahoochee Technical College Student Catalog to report violations of the Student Code of Conduct

A **student conduct violation** occurs when a documentable incident takes place within the bounds of one of the college's campuses, during a college-sponsored event, on social media, or while engaging in activities (educational or otherwise) as a result of a student's academic pursuits with the college. Any incident where there is a potential or verified breach of the Student Code of Conduct can be investigated by the college via the Student Conduct Officer. Depending on the frequency, duration, and severity of the violation, should a student be found responsible for an infraction, sanctions can be imposed. All allegations of student conduct violations are subject to a systematic and thorough investigation, which may include an official Student Conduct Hearing.

Report a Grievance and/or Student Code of Conduct Violation

Student Code of Conduct and Grievances Handbook

If a resolution is not reached at the institution level, or if you believe that the nature of the complaint or its impact on the system as a whole warrants an immediate review by the Technical College System of Georgia (TCSG) administration, please complete the following complaint form. Students residing outside of the State of Georgia who are taking an online course may also file a complaint with an agency located in their State.

Chattahoochee Technical College social network account administrator content: If you have a concern about content posted by the administrators of Chattahoochee Technical College's social network accounts please contact social@chattahoocheetech.edu.