Chattahoochee Tech

Social Media Guidelines

This social media policy is in effect for Chattahoochee Technical College faculty, staff and students who participate in social media for and on behalf of the college.

Purpose

This document outlines the Chattahoochee Technical College policy for official college pages on approved social media platforms. These guidelines are intended to ensure the most effective use of the college's pages on approved social media platforms, which include but are not limited to: Facebook, Twitter, YouTube, LinkedIn, Instagram, Snapchat, and Pinterest. The social media platforms TikTok, WeChat, and Telegram are banned from use on state devices in Georgia.

Chattahoochee Tech's social media presence is intended to provide the college community with a venue to share thoughts, ideas, and experiences through discussions, college news, photos, and videos. The college's social media pages should provide students and other constituents with up-to-date college information and the opportunity to communicate with page administrators and other page users.

The Chattahoochee Tech Digital Media Specialist serves as the primary administrator responsible for the college's main social media pages on all approved social media platforms. The Digital Media Specialist posts content, monitors, and responds to comments on these platforms. Those who wish to contribute information or make suggestions for the college's main social media pages are welcome to submit an internal Help Ticket or contact the Digital Media Specialist at: Social@ChattahoocheeTech.edu.

Creating a New Social Media Page for Chattahoochee Tech

If an individual faculty or staff member seeks to create a new social media page on any social media platform that will be affiliated with Chattahoochee Tech, they must proceed in accordance with the guidelines listed below.

1. All requests for creating an official Chattahoochee Tech social media page on any approved social media platform must be approved by a Department's Associate Dean or Director and submitted in writing to the college's Vice President of Advancement/External Affairs.
2. The request for creating an official Chattahoochee Tech social media page on any approved social media platform must identify the intended social media platform and include an explanation of the intended purpose, audience and needs.
3. The request for creating an official Chattahoochee Tech social media page on any approved social media platform will identify the Chattahoochee Tech email address and password that would be associated with the new social media page.
4. Upon the approval of a request to create an official Chattahoochee Tech social media page on any approved social media platform, the Chattahoochee Tech Digital Media Specialist will be included as an administrator on the new social media page. Passwords established for any new Chattahoochee Tech social media pages should be shared with the Digital Media Specialist.

Maintaining a Social Media Page for Chattahoochee Tech

After a faculty or staff member has received permission to establish a new social media page on any approved social media platform for the college, that individual is responsible for posting content and maintaining the new social media page for that department. The Chattahoochee Tech Digital Media Specialist will assist as needed in capturing photos and video for social media, but it is the responsibility of the department's social media administrator to develop and post content. Any requests for assistance should be made in a timely manner using the college's internal Help Ticket system.

The Digital Media Specialist will periodically review social media pages affiliated with Chattahoochee Tech to ensure that college policies are being followed and that the pages are being produced in accordance with the best interests of the college. Because the technology that drives Web communication changes rapidly, this policy may be adjusted to reflect issues that may arise in the management and implementation of a social media page or for any other reason that supports the college's priorities for the page.

Social Media Content

All social media content must relate directly to college business, programs, and/or services. **Content placed by administrators cannot promote individual opinions or causes which are not directly related to College purposes.**

The ideal content should be short and written in active voice. Remember to consider the audience; the style and tone of content should be direct and student-oriented.

All posters and flyers developed for posting on social media should first be approved by the Chattahoochee Tech Creative Services Coordinator.

Photos and Videos

Uploaded photos and videos must relate directly to the college and/or student life and should not be used as a promotional tool for products, personal activities or services outside the college. All photos and videos must adhere to existing college policies and be ADA compliant.

Updating Content

The page should be maintained and as up-to-date as possible. In general, the more frequent the content is updated, the more users will access the page. Pages that sit idle for more than three months are subject to removal by the Digital Media Specialist.

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 immediately to the Digital Media 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 Tech community. In doing so, Chattahoochee Tech respects First Amendment rights and embraces free speech values. Our goal is to encourage free speech on Chattahoochee Technical College social media pages, as well as to promote college community values and ideals.

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 pages as well as individual social media members, which include Chattahoochee Tech students, faculty, staff, alumni, and community members. Content submitted by individual social media members 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.**

All social media content and posts on the Chattahoochee Technical College social media pages are bound by a social media platform's Terms of Use Code of Conduct and the Chattahoochee Tech 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.

Chattahoochee Technical College Also Observes the Following Policies:

Social Media Comments/Posts: Any social media 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 Tech 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**.

Social Media comments and 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.

Student Code of Conduct

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.

Reporting General Social Media Concerns

If you have a concern about any social media content posted on any Chattahoochee Technical College social media pages on any approved social media platform, please contact the Digital Media Specialist as soon as possible at: Social@ChattahoocheeTech.edu.