

Moraine Valley Community College

Social Networking Guidelines

Purpose of the Guidelines

These guidelines are intended to assist Moraine Valley Community College employees to effectively use social networking tools to advance the college's and the department's mission and purpose, and to guide participation in these online conversations when employees are acting on behalf of the college. The same general principles that guide our messaging and communications in traditional media should apply in the online social media space. These guidelines were developed consistent with the college's Board Policy 6710, Policy for Responsible Use of Information Technology.

Definition of Social Networking Tools

Social networking tools refer to all Web-based tools that provide immediate publication of content to the Web related to communities of users who can respond back to this content. This would include, but is not limited to, blogs (Blogger, WordPress), micro-blogs (Twitter), social networking sites (Facebook, MySpace, LinkedIn), or any other site that allows for direct publication to the Internet.

Benefits of Social Networking

Social networking provides an immediate and two-way form of communication to market to prospective students and offers a venue for communication with current students, alumni, community members and other college supporters.

Expectations

We recognize the purpose of an educational institution is to share knowledge and learn as a community. We offer these general guidelines related, but not limited, to social networking tools such as Facebook, Twitter and YouTube. It is expected that users of social networking sites will

- represent the college in a professional manner;
- use the sites to communicate college-related content only;
- notify the Marketing and Creative Services department whenever a new college site is established on social media.
- use good judgment when posting profiles, photos and other information and seek input from supervisors and/or Marketing and Creative Services staff when questions about information to be used may require clarification;
- be aware that information distributed internally via e-mail, campus newsletters, or other forms of communication may not be approved for distribution to the public without permission from appropriate individuals;
- keep supervisors informed of situations related to posting to social networking sites of content or imagery that may be deemed of a controversial nature or may need attention from others in the college;
- be respectful to and of the college, fellow colleagues and students, which may require seeking appropriate permission before posting information or photos to the Web;
- comply with Moraine Valley confidentiality, disclosure of proprietary data and FERPA policies;
- college employees who serve as advisors to Moraine Valley student clubs and organizations are expected to follow these guidelines and discuss them with student members of the club or organization they counsel;
- employees cannot use Moraine Valley equipment or time to post to social networking sites unrelated to college business;
- offer clear disclaimers when publishing on the Web and when referring back to your role as a college employee that the views expressed by the writer in the blog entry are the writer's alone and do not represent the views of Moraine Valley Community College; comply with Moraine Valley confidentiality policies and procedures, disclosure of proprietary data and FERPA policies. This also

applies to comments posted on blogs, forums and social networking sites when a college employee is publishing personal and other commentary on Web-based tools;

- Follow copyright laws and use good academic and professional standards of Integrity by properly citing information and attributing credit where appropriate; read and understand Board Policy 6710, Policy for Responsible Use of Information Technology; read and understand the college's World Wide Web Policy, which can be found on the college website at http://www.morainevalley.edu/FacStaff/web_manual.htm.

Copyright

All college employees are expected to adhere to and respect copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including but not limited to, photographs, video, art, logos and graphics.

Responsibility

Moraine Valley respects the rights of employees to use blogs and other social media tools as a means of self-expression, as well as a means to advance the college's mission and purpose. However, it is important that we all are aware that references to the college and/or an employee's association with the college, its programs and services, could be cause for liability on the part of the college for an employee's actions online. Employees will be held responsible for their actions. Anything an employee posts that potentially can harm the college's image and/or reputation ultimately will be that employee's responsibility. Official college communication that relates to classes and coursework, as well as health records or any other educational records that are deemed private, are inappropriate for public display and should never be discussed in a public context or posted on the Web in any context. This also applies to college employees publishing personal and other commentary on the Web. It is important to remember that the Internet is permanent. Once information is published online, even if you "remove or delete" it later, a record of its original iteration remains. College employees who manage a social networking site on behalf of Moraine Valley Community College should have at least one other college employee designated with secondary user access to the site in the event site access needs to be gained and the primary user and/or creator is not available. Employees must not use or align the college with any institutions, businesses, or websites that deploy the use of excessive tracking software, adware, malware or spyware.

Recommendations

It is recommended that social networking users at the college

- have a purpose statement that ties the social networking site(s) to the department's
- mission;
- have an understanding of social networking tools and how each works;
- have knowledge of and abide by the policies, agreements and terms of service that
- relate to each social networking, blog and public website you post content on.
- Facebook terms and conditions can be found at <http://www.facebook.com/terms.php> and Twitter terms of service can be found at <https://twitter.com/tos>;
- strive to keep information fresh and up to date.

Assistance

For assistance in setting up and maintaining social networking sites on behalf of Moraine Valley Community College, contact the college's Marketing and Creative Services department.