



TITLE: Social Media

PROCEDURE NUMBER: 1-2-1020.5

RELATED POLICY AND PROCEDURES: 1-1-1020 College Communication

DIVISION OF RESPONSIBILITY: Student Affairs and Communications

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Administrative Responsibilities

It is the joint responsibility of the Student Affairs and Communications Division to review and revise this procedure.

Social media sites have become increasingly important communication channels for supporting Piedmont Technical College's mission and vision. PTC has developed a procedure to properly portray, promote and protect the college and to assist PTC entities in creating and managing their social media accounts.

Requirements

1. Officially recognized Piedmont Technical College social media accounts must be reviewed and approved through the Marketing and Public Relations Office.
2. Each social media account will have responsible administrators assigned and will provide administrative access to the Marketing and Public Relations department.
3. Each officially recognized account must include a disclaimer statement provided by the Marketing and Public Relations Department, regarding content and opinions contained on the site.
4. Inappropriate, offensive, libelous, and illegal content may be removed by PTC employees identified as account administrators or at the direction of the Marketing and Public Relations Department.

5. PTC's "Social Media Guidelines" must be followed.

Definitions & Exclusions

The procedures described below apply to social media accounts created by PTC employees that have been established to represent the college, its programs, organizations, or students to external audiences for official business purposes of the college.

The procedures described below do not apply to social media accounts intended primarily to facilitate course content, or to social accounts intended primarily to facilitate instructional communication. Administrators of this content are, however, expected to abide by the college's [Social Media Guidelines](#). -

Communication media covered under this policy include, but are not limited to, Facebook, Twitter, YouTube, LinkedIn, Instagram, Flickr, Google+, and blogs.

PTC student organizations officially recognized by Student Affairs that wish to create social media accounts must have the support of and be overseen by a PTC faculty advisor who will serve as the required account administrator and complete the necessary application paperwork. Students cannot be named as page administrators.

PTC employees are expected to follow the same standards online as they would in the workplace as outlined by the Employee Handbook. The same laws, professional expectations, and guidelines for interacting with students, alumni, community members, media, and fellow PTC employees apply online as well.

Procedure

A. Approval Process

PTC employees interested in establishing an officially recognized social media account must begin by contacting the Marketing and Public Relations department and discussing the scope, intent and goals of the desired account.

B. Account Administration

All social media accounts officially recognized by PTC must have at least one PTC employee, preferably two, as administrators at all times. In addition, the initial page creator must include a designee of the Marketing and Public Relations Department as an additional page administrator and/or share necessary login information.

The Marketing and Public Relations Department does not plan to actively engage in maintaining the new social media presence. The administrator designation will enable the Marketing and Public Relations Department to properly track the college's social media presence and respond quickly in the event of a problem, such as the unavailability of the staff member who has administrative control of the page.

If the TC employee(s) designated as the account administrator(s) should leave the college or no longer wishes to serve as the account administrator, it is the responsibility of the supervisor to designate another PTC employee as administrator and request the removal of the former employee's administrative permissions on the account.

1. Account Images

All applicants for officially recognized social media accounts that include a profile image are required to submit the profile image for each account as part of the approval process to ensure that PTC's branding standards are maintained. If assistance is needed in creating an appropriate image, please contact the Director of Marketing & Public Relations.

2. Account Name

All requests for officially recognized social media accounts are required to include the account name for each account as part of the approval process to ensure PTC's branding standards are maintained. It is preferred that the account name include the full name Piedmont Technical College or PTC (i.e. Piedmont Technical College Multicultural Program).

3. Account Disclaimer

All officially recognized social media accounts are required to include the following disclaimer in their page/profile information.

“The postings on this site are those of the site administrators and do not necessarily reflect Piedmont Technical College's opinions or policies. PTC students posting to this page are subject to PTC policies including the Student Code of Conduct and Network Acceptable Use policy. PTC reserves the right to remove content from the page at its discretion for any reason.”

C. Managing Content

Account administrators are responsible for managing and monitoring content on their social media accounts. Administrators are responsible for removing any content that may violate the guidelines detailed below or established PTC conduct policies.

1. **Maintain confidentiality:** Do not post confidential information about Piedmont Technical College, its students, employees or alumni. Employees must adhere to all PTC, state, and federal policies regarding privacy and confidentiality including but not limited to FERPA.
2. **Respect copyright:** Material protected by copyright cannot be used on Piedmont Technical College social media sites.
3. **Appropriate posting:** Do not post or allow content posted by others to remain that is obscene, threatening, defamatory, libelous, illegal, discriminatory, or in violation of intellectual property rights or privacy laws. Do not post or allow content posted by others to remain that in any way identifies the victim of a crime. Account administrators should avoid selling goods and services for personal profit and expressing partisan political views.
4. **Employee conduct:** PTC employees are expected to follow the same standards online as they would in the workplace. The same laws, professional expectations, and guidelines for interacting with students, alumni, community members, media, and fellow PTC employees apply online as well. Employees are fully responsible for anything they post to social media site.

5. **Established policies:** Social media users acting on behalf of Piedmont Technical College must adhere to applicable law, and to PTC policies and procedures including but not limited to:
 - FERPA
 - PTC Student Handbook
 - Network Acceptable Use
 - Intellectual Property Rights

D. Account De-activation

Should an account administrator no longer wish to serve as administrator they should work with their supervisor to find a replacement. If a suitable replacement cannot be found, or if it is determined the social media account is no longer necessary the account administrator must contact the Marketing and Public Relations Department. Marketing and Public Relations representatives will work with the account administrator to properly deactivate the account.

The Marketing and Public Relations Department reserves the right to deactivate a social media account if it is no longer being maintained and/or is no longer supporting the college's mission and goals. Every effort will be made to work with account administrators and the appropriate supervisor to keep the account active and notification will be made before any account is deactivated.

F. Existing Accounts

Account administrators for any existing social media account that has been established to represent the college, its programs, organizations, or students per the definitions above is required to notify Marketing and Public Relations of the site's details and to add a designee of the Marketing and Public Relations Department as an account administrator. Existing accounts are also required to adhere to the PTC Social Media Procedure.