

Gateway Technical College Social Networking Policy

Social media sites like Facebook, Twitter, YouTube and Flickr have become increasingly important communication channels for supporting Gateway Technical College's mission and vision. Gateway has developed a policy to properly portray, promote and protect the college and to assist Gateway entities in creating and managing their social media accounts. This policy applies to Gateway faculty and staff and must be used in connection with social media accounts associated with Gateway, its programs, offices and student organizations. This policy requires that:

- Officially-recognized Gateway social media accounts must be reviewed and approved through an application process.
- Each social media account will have responsible administrators assigned.
- Each officially-recognized account must include a disclaimer statement provided by the Marketing and Communications Department, regarding content and opinions contained on the site.
- Inappropriate, offensive, libelous, and illegal content may be removed by Gateway employees identified as account administrators or at the direction of the Marketing and Communications Department.
- Gateway's "Social Media User Guide" must be followed.

Policy Application

This policy applies to social media accounts created by Gateway employees for the official business purposes of the college, including faculty, groups, departments, programs, student organizations, entities, etc. Examples of the communication media included under this policy are Facebook, Twitter, YouTube, LinkedIn, Flickr, Google+, and blogs.

Gateway student organizations officially recognized by the District Activity Advisory Board (DAAB) that wish to create social media accounts must have the support of and be overseen by a Gateway faculty advisor who will serve as the required account administrator and complete the necessary application paperwork. Students cannot be named as page administrators.

Gateway 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 Gateway employees apply online as well. Employees are fully responsible for anything they post to social media sites.

Procedures

Application process: Gateway employees interested in establishing an officially-recognized social media account must begin by completing an application form that can be found at gtc.edu/socialmedia. Completed forms should be submitted to the Marketing and Communications Department for approval prior to establishing the account.

Account administration: All social media accounts officially recognized by Gateway must have at least one Gateway employee, preferably two, as administrators at all times. In addition, the initial

page creator must include a designee of the Marketing and Communications Department as an additional page administrator and/or share necessary login information.

The Marketing and Communications Department does not plan to actively engage in maintaining the new social media presence. The administrator designation will enable the Marketing and Communication 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 Gateway 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 appropriate dean or vice president to designate another Gateway employee as administrator and remove the former employee's administrative permissions on the account.

Account image: 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 application process to ensure that Gateway's branding standards set forth in the 2012 Marketing Standards are maintained. If assistance is needed in creating an appropriate image please contact the Director of Marketing.

Account name: All applicants for officially-recognized social media accounts are required to include the account name for each account as part of the application process to ensure Gateway's branding standards are maintained. It is preferred that the account name include the full name Gateway Technical College or Gateway (i.e. Gateway Technical College Multicultural Program). The use of GTC in account names is prohibited.

Account photo/video sharing: Account administrators are responsible for obtaining an official Gateway Technical College photo/video release from any students featured in photos and videos posted to officially-recognized social media accounts. A copy of Gateway's official photo release can be found at gtc.edu/socialmedia.

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 Gateway Technical College's opinions or policies. Gateway accepts no responsibility for any content generated by users and posted on this page or linked to from this page. Gateway students posting to this page are subject to Gateway policies including the Student Code of Conduct and Computer, Networking and Information Resources policy. Gateway reserves the right to remove content from the page at its discretion for any reason."

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 Gateway conduct policies.

- **Maintain confidentiality:** Do not post confidential information about Gateway Technical College, its students, employees or alumni. Employees must adhere to all Gateway, state, and federal policies regarding privacy and confidentiality including but not limited to FERPA.

- *Respect copyright:* Material protected by copyright cannot be used on Gateway Technical College social media sites.
- *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 personal non-partisan political views.
- *Employee conduct:* Gateway 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 Gateway employees apply online as well. Employees are fully responsible for anything they post to social media sites.
- *Established policies:* Social media users acting on behalf of Gateway Technical College must adhere to existing Gateway policies and procedures including but not limited to:
 - FERPA
 - Gateway Employee Handbook
 - Gateway Student Handbook
 - Affirmative Action/Equal Opportunity
 - Harassment and Discrimination
 - Sexual Harassment
 - Computer, Networking and Information Resources

Account de-activation: Should an account administrator no longer wish to serve as administrator they should work with the appropriate dean or vice president 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 Communications Department. Marketing and Communications representatives will work with the account administrator to properly deactivate the account.

The Marketing and Communications 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 dean/vice president to keep the account active and notification will be made before any account is de-activated.

Existing accounts: Account administrators for any existing social media account that has been established to represent the college, its programs, organizations, or students is required to submit a social media account application and add a designee of the Marketing and Communications Department as an account administrator. Existing accounts are also required to adhere to the Gateway Social Media Policy and procedures.

Policy, guidelines, forms, and a full list of officially-recognized Gateway Technical College social media accounts can be found at gtc.edu/socialmedia.

Prior to establishing an account have a plan:

- Spend time familiarizing yourself with the form of social media you want to establish – set up a test or personal profile. You will need to feel comfortable using the site in order to be successful.
- Define your audience, your overall message, and your goals.
- Consider staffing – who is responsible for monitoring/creating content on a **daily** basis.
 - Pages must be monitored/updated on a continual basis – keeping the content fresh, quickly responding to any feedback and monitoring for appropriate content. Maintaining the conversation is key to social media success.
 - An infrequently updated/stale page is likely to cause more damage to the program/group than having no page at all.
- Create a content plan – it will determine the need for the account and/or help map your content for the first month.
 - For sites like Facebook and Twitter, a minimum of 1-2 posts per week are needed to maintain interest/grow following on sites. Fewer may be needed on a blog site.
 - Make sure you are posting a variety of relevant, valuable and engaging content (i.e. articles, links, photos). The goal is to create community and build a dialog.
 - If you are unable to think of enough content for the first 8-10 posts, which is the minimum content for a month, then maybe a social media presence isn't needed. Consider content ideas to the Marketing and Communications Department for placement on the college-level social media accounts.

General Tips

- Be sure to enter information in the “profile” page - most social media sites have a place to enter biographical-type information. Include general college information in addition to information about your group as well as relevant website links. The Marketing and Communications Department can provide general biographical-type information and/or review your suggested content.
- All accounts should include the full Gateway Technical College name or Gateway in the account name if possible and, if not, on the “profile” page. The use of GTC in account names is prohibited.
- Keep posts brief, relevant, engaging and varied. Include a mix of announcements, information, links, photos, articles, discussions, etc.
- Post and monitor your page frequently – this builds community and engages page users.
- Promote your accounts through other media and classes – spreading the word is a key to building your account following.

Facebook

Facebook is a social media site where users establish a personal profile, network with “friends,” choose to become a “fan” of certain businesses and organizations and/or join “groups” based on their interests. Users can share news, link to outside sites/information, share photos, videos and more – engaging in conversations.

Facebook Pages

If your primary audience is only “external,” please create a “Page.”

Content posted to Facebook fan pages typically appears on homepage news feeds.

Only content posted by the administrators will appear prominently on the page.

Facebook Groups

If your primary audience is “internal,” please create a “Group.”

Content posted to Facebook groups appears on the group’s news feed and shows as a notification to group members. This includes content of group members not just content posted by administrators.

Groups can be open or closed. Closed groups require approval by a page administrator before members can view group content. Closed groups can not be found easily via Facebook’s search tool. The content of open groups can be viewed by any user regardless of group membership and groups can be found easily via Facebook search.

Profile image size: 180x180px (will be scaled to 160x160px and 32x32px)

Cover image size: 851x315px

Please feel free to contact Kristin Gunia at guniak@gtc.edu for help in deciding which Facebook presence will be meet your needs.

Google+

Similar to Facebook, Google+ is a new social networking platform based on “circles.” Users can network with other users including business pages by joining their circle. Content posted to your Google+ business page will appear to users who include you in their circle.

Profile image size: approx. 250x250px

Cover image size: 940x180px

Cover tiles size: 110x110px

Twitter

Twitter is a social media site that allows users to post short messages that appear in the news feeds of people who choose to follow your account. Posts are very brief – 140-character limit.

Twitter limits the characters of its usernames. Usernames must be carefully selected as a search will not yield results unless the username is entered exactly.

Twitter is also about the conversation. Take advantage of tools like “re-tweeting,” replying and “hash tags” to engage in conversation with fellow users.

Profile image size: Must be square dimensions. Max file size is 700k. Will be scaled 6 different sizes (min 24x24px, max 128x128px)

YouTube

YouTube is a video sharing website that allows users to upload, view and share video online. Users can establish a channel to share and organize their videos. Keep users engaged by creating brief and engaging video.

If a Gateway program or organization just has a small number of videos, it may be advantageous to contact the Marketing and Communications Department and ask that the videos be posted in a group on Gateway’s official YouTube channel.

When posting videos be sure to include a title as well as enter a description for the video in the space provided using keywords related to the video content. This will help users find your content using the search tool on YouTube.

Profile image size: Up to 1600x1600px as long as it scales well to 36x36px

Flickr

Flickr is a web-based photo sharing website that allows users to establish a profile and upload and organize photos that can be easily shared. Flickr allows a limited amount of uploads for free. If you anticipate uploading a large volume of photos, a Pro account subscription can be purchased.

Photos should be organized into easy-to-follow albums and collections so that users can easily find and view photos. At a minimum, all albums and collections should be given a title and description, preferably for each photo.

An official Gateway Technical College photo release should be obtained from all persons featured in the photos. The photo release can be found at gtc.edu/socialmedia.

Be sure to read and understand the various download settings. It is recommended that if you are including photos of Gateway students you may select, “no downloads allowed” or “non-commercial creative commons” option which allows the images to be download but not for commercial use.

If a Gateway program or organization has a small number of photos it may be advantageous to contact the Marketing and Communications Department and ask that the photos be posted in an album on Gateway’s official Flickr account.

Profile image size: 48x48px (can be submitted at larger size, but must scale well to 48x48px)

LinkedIn

LinkedIn is a professional networking site that allows users to establish a profile and make professional connections with colleagues, potential employers, and other interest groups. LinkedIn allows organizations to create “groups” to bring together users with like interests.

Invite members to join your group either via a LinkedIn connection or by entering email addresses.

Keep content relevant to LinkedIn, which tends to be more professional, educational, networking and employment related rather than casual social interaction.

Profile image: min 80x80px / max 500x500px

Please contact the Marketing and Communications Department for assistance in establishing a social media account.