

**THREE RIVERS COLLEGE
GENERAL ADMINISTRATION REGULATION**

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Sub Section: 1300 Public Relations and Information	
Title: GAR 1315 Social Media	Page 1 of 8
Primary Policy: GAP 1310 College Communications	
Associated Policies: GAP 1320 Consumer Protection; ITP 8202 Electronic Communications; GAP 1205 Code of Ethics	
Associated Regulations: ITR 8100 Acceptable Use; SR 2610 Student Code of Conduct	
References: Visual & Identity Standards, Communications Services Request Form, Communications Department Proofing Form	
Supersedes: NA	
Responsible Administrator: Chief Technology Officer	
Initial Approval: 12-15-2010	Last Revision: 08-21-2019

Three Rivers College encourages open communication and the responsible use of social media technologies to reach and support our broader College community. The use of social media allows sharing of information in a diverse way as an academic community of learners.

This Regulation applies to all use of social media by Three Rivers College students, faculty, and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College’s network or other computer resources. Social media may include such platforms as Twitter, Facebook, LinkedIn, Instagram, YouTube, and other social media platforms.

The use of social media at or concerning Three Rivers College is governed by the same laws, policies, and rules of conduct and etiquette that apply to all other activities at or concerning Three Rivers College. Online activities of a private nature conducted away from the College may be subject to disciplinary action if they interfere with the business and purpose of the College.

The College recognizes social media’s usefulness for both personal and professional purposes. Because of this, it is not always clear when one is speaking on behalf of the College or using the College name. Posting materials in which the College is associated must be handled in a professional and responsible manner. When interacting in social media with the public, students, parents, alumni, donors, and the media, person(s) representing the College in any manner must adhere to policies created by the applicable social media venue, as well as all guidelines that govern the College through federal and state laws, professional expectations, and the specific policies and regulations of the College.

All College-related text, images, logos, watermarks, and other College-branded materials are the sole property of and/or are licensed to the College. Therefore, these materials must not be reproduced in any manner without authorization from the Communications Department.

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The Communications Department is responsible for all College-related communications, including, but not limited to, publications, social media, printed material, broadcast, and web-related material presented to the public.

Site Approval, Administration, and Requirements for Three Rivers Social Media Accounts

If a Three Rivers College department/organization wants to create a social media account associated with the College, they must first get authorization from their supervisor and cabinet member. They then must submit a request to the Communications Department detailing how the department/organization meets the following guidelines:

- Three Rivers College related social media accounts must be created in cooperation with the Communications Department to ensure proper set up in accordance with the platform's Terms of Use, that the new account links appropriately to other related Three Rivers College accounts, and that the Communications Department has a record of and administrative rights to the social media account.
- The department/organization must provide justification showing a need for a social media account that cannot be served by an existing Three Rivers accounts or the College website.
- The department/organization must prove that it is a source of enough relevant, new content (news, photos, events, etc.) to update a social media account regularly (an average of three times a week at minimum). This is to ensure accounts do not become stale and inactive.

When naming pages or accounts, selecting profile pictures or icons, and selecting content to post, authorized Three Rivers social media accounts that represent only a segment of the Three Rivers community (for example, an individual College program, department or

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organization) must avoid the appearance of representing the entire institution. Names, profile images, and posts should all clearly represent the particular College program, department, or organization.

Each authorized Three Rivers College social media account must have a designated administrator/editor. The Communications Department must be notified of any changes or additions to designated administrators.

The Communications Department is not responsible for pre-screening all content posted to the College's social media accounts maintained by departments/organizations other than the Communications Department. However, the Communications Department monitors those accounts and reserves the right to, without notice, remove content or deactivate the account if it is determined that content is harmful, offensive, commercial in nature, or otherwise in violation of law or College policy.

Each year on November 1 and April 1, cabinet members are emailed to conduct reviews of College social media accounts approved for programs, departments, and or organizations in their areas. They are asked to review the account for activity, accuracy, and that the content aligns with the website, current College catalog, policies/regulations, and other sources of information. They are asked to have the review completed and updates requested within one month from the start of their review.

On December 1 and May 1, the Communications Department audits all College social media accounts. This is a general review for activity, alignment, obvious errors, and/or expired information. The administrators/editors of the account are contacted if there are issues.

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Every Three Rivers College social media site shall also include the following:

“Comments posted to this site by the public represent the views of the individuals who posted it and may not necessarily represent the views of or endorsement by Three Rivers College.”

Guidelines for Posting to Social Media Sites

Use the following guidelines when posting to any Three Rivers College social media account, communicating with members of the Three Rivers community, or discussing the College on any site, whether using your own personal account or device or using the College network or equipment.

- Three Rivers College policies and laws that govern inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information apply to communications by Three Rivers students, faculty, and staff in all communications, including social media.
- College employees should carefully consider the accuracy, clarity, length (brief is better), and tone of comments before posting them. Posts on social media sites should protect the College’s institutional voice by remaining professional in tone and in good taste. Remember, posts may last forever.
- College employees should be respectful of others, even when disagreeing with their views.
- College employees should be truthful, accurate, and complete in describing Three Rivers College programs and services.

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- College employees should strive to be accountable to Three Rivers College audiences by providing regular updates and responding promptly when appropriate.
- College employees should obey the Terms of Service of any social media site or platform in which you participate.
- College employees should whenever appropriate, share content directly from Three Rivers College’s social media pages rather than duplicating it. When content is directly shared, it is linked back to Three Rivers College’s social media accounts. This facilitates the Communications Department’s efforts to analyze social media traffic and engagement (e.g., “likes” and comments). In addition, posts originating from Three Rivers College will have the appropriate links attached to bring the viewer back to the website or coordinating landing page.
- College employees must not use social media to harass, threaten, insult, defame, or bully another person or entity; violate any College policy; or engage in any unlawful act, including, but not limited to, gambling, identity theft, or other types of fraud.
- College employees must not post copyrighted content (such as text, video, graphics, or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination. For more information, please review the Three Rivers College Acceptable Use Regulation and Visual & Identity Standards.
- College employees must not post trademarked content (such as logos, names, brands, symbols, and designs) without permission from the trademark owner. The “®” symbol indicates that the mark is federally registered and the owner has the exclusive right to

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use it. The “TM” and “SM” symbols indicate that the owner may have some legal rights, but the mark is not federally registered.

- College employees must not disclose confidential College information, non-public strategies, student records, or personal information concerning (past or present) members of the Three Rivers community without proper authorization.
- Do not make false claims or representations about Three Rivers College programs or services and do not speculate or guess if you do not know the information.
- Do not spread gossip, rumors, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.
- Do not spend excessive time using social media for personal purposes during working hours or use any Three Rivers College social media accounts, networks, equipment, or peripherals for unauthorized commercial purposes.
- Do not transmit chain letters, junk email, or bulk communications.
- Do not be careless with spelling or syntax or use language that may easily be misunderstood.
- Before posting photos, videos, and other images on College owned and managed social media accounts, be sure to obtain permissions, as needed.
- Do not represent your personal opinions as institutionally endorsed by Three Rivers College.

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- For College content, do not attempt to mask your identity or attribute your comments to another person (real or fictitious).
- Do not discuss legal issues or risks, or draw legal conclusions on pending legal or regulatory matters involving the College.

Persons who become aware of objectionable content posted on a Three Rivers social media account -- or objectionable comments concerning the College that are posted on an unaffiliated site – should notify the Communications Department promptly. Do not reply on behalf of the College. The Communications Department will work with the appropriate department(s) as necessary to address the objectionable content.

Posting to Social Media Sites Not Administered by Three Rivers College

Three Rivers College is aware that members of the Three Rivers community may wish to express their personal ideas and opinions through private social media outlets not administered by the College.

Three Rivers College supports free speech and the desire of the College community to express their personal ideas and opinions through social media. However, such actions contrary to law or College policy and/or regulations are subject to disciplinary action up to and including expulsion or dismissal from the College or termination of employment. Illegal activity may also be reported to law enforcement.

Unless contrary to law or other College policy and regulation, this regulation does not prohibit anyone from using personal social media to discuss among themselves matters relating to the terms and conditions of their employment, even in terms that may be critical of the College.

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DOCUMENT HISTORY:

- 12-15-2010:** Initial approval of Regulation GAP 1315 Social Media.
- 09-21-2016:** The College Board of Trustees approved the name change of the College from Three Rivers Community College to Three Rivers College.
- 09-20-2017:** Revisions made for clarification and alignment with College processes. Revised from Policy, GAP 1315 to Regulation, GAR 1315 with expanded application and added associated policy with reference to College documents and regulations.
- 08-21-2019:** Communications departmental review resulted in clarification of Social Media regulation and procedures and inclusion of reference for GAP 1320 Consumer Protection.