

CCM Social Media Policy Governing Recognized Student Organizations and Official CCM Spokespersons

Scope of Policy

This policy governs the publication of and commentary on social media by official representatives and recognized student organizations of County College of Morris (CCM). This policy does not govern the use of social media for academic purposes or personal use that does not purport to be in the capacity of a spokesperson for CCM. This policy is in addition to and complements any existing or future policies, procedures or guidelines regarding the use of CCM technology, computers, email and the Internet by CCM administrators, staff and recognized student organizations. CCM administrators and staff who are approved by the Department of Marketing and Public Relations are authorized to publish or comment via social media in accordance with this policy.

Definitions

For purposes of this policy:

“Social Media” means any facility for online publication and commentary, including but not limited to blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, Instagram, Flickr, Google, YouTube, and Snapchat.

“Official CCM Social Media Representative” means CCM administrators and staff who are approved by the Department of Marketing and Public Relations to operate a CCM social media site or to comment on social media sites as a CCM spokesperson.

Student Organizations

Recognized, meaning officially established, CCM student organizations are required to obtain the written approval of the Director of Campus Life before establishing a social media presence that is associated with CCM and/or linked to the CCM website. They also are required to abide by this Social Media Policy.

Setting Up Social Media

Social media identities, logon IDs and user names may not portray themselves as Official Social Media Representatives of CCM without prior written approval from the Director of Marketing and Public Relations or Director of Campus Life.

Assistance in setting up social media accounts and their settings may be obtained from CCM's webmaster, the Department of Marketing and Public Relations, or the Director of Campus Life (students).

Anyone approved as an Official CCM Social Media Representative must ensure that the use of social media is consistent with the CCM website and other CCM publications in the use of social media.

Logo

The CCM logo may not be used on social media sites without the written permission of the Director of Marketing and Public Relations, or the Director of Campus Life (students).

Confidentiality

It is acceptable and encouraged that Official CCM Social Media Representatives maintain an ongoing dialog with social media communities by regularly posting content and information of interest. Publishing confidential information, however, is not permitted.

Protecting Your Privacy

Privacy settings on social media platforms maintained by Official CCM Social Media Representatives and recognized student organizations should be set to allow anyone to see profile information similar to that posted on the CCM website.

Transparency

Official CCM Social Media Representatives and recognized student organizations are not to blog anonymously, use pseudonyms or false screen names. CCM values transparency and honesty. Use your real name, be clear who you are, and identify your representation of CCM if you are so authorized. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something you are discussing, point it out.

Copyright Laws

Official CCM Social Media Representatives are required to respect the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CCM's own copyrights and brands. Never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. The best practice is to link to the work of others rather than reproduce it.

Respect for Others

The public in general, as well as CCM's employees, faculty and students, reflect a diverse set of customs, values and points of view. Official CCM Social Media Representatives are not to say anything contradictory or in conflict with the CCM website. Official CCM Social Media Representatives and recognized student organizations are prohibited from publishing or making comments in their representative capacity on social media sites that present their personal opinions or contain text which is offensive, defamatory or obscene.

Protect CCM Students, Business Partners and Suppliers

Citation or reference to a CCM business partner or supplier shall be limited to publicly available information unless prior written approval of the business partner or supplier is obtained for disclosure of additional information. Student academic and disciplinary records may not be disclosed or discussed on social media sites.

Controversial Issues

Official CCM Social Media Representatives who see misrepresentations made about CCM may point that out. Such corrections are to be undertaken with respect and supported with the facts. Also report any misrepresentations of CCM to the Director of Marketing and Public Relations.

Be the First to Respond to Your Own Mistakes

Official CCM Social Media Representatives who make an error in their postings should correct it quickly. When modifying an earlier post, it also should be noted that a modification has been made.

CCM's Right to Content

The Department of Marketing and Public Relations has the right to remove content or to request the removal of content that is deemed to violate this Social Media Policy or is deemed threatening, obscene or in violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for and that they are not speaking officially for that institution. CCM students or employees identifying themselves as associated with CCM shall take special care to note that their personal opinions do not indicate they are speaking for CCM in an official capacity.

Enforcement

Persons violating this Social Media Policy shall be subject to disciplinary action.