JCC
JAMESTOWN
COMMUNITY
COLLEGE
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Jamestown Community College
Policies and Procedures

Policy Title	Social Media	Policy Number	107
Section	Human Resources	Approval Date	1/11/2011
Subsection	Employee Expectations/Code of Conduct	Effective Date	1/11/2011
Responsible Office	Marketing and Communications	Review Date	2/6/2012; 5/7/2013; 4/25/2014; 5/31/2022

1.0 Purpose

Social media accounts are excellent venues to connect and communicate with SUNY Jamestown Community College audiences. Social media channels may be used for official SUNY JCC business, such as marketing to potential students, communicating with prospective and current students, alumni, parents of current students, and employees, sharing information related to JCC's mission, programs, and events, and maintaining crisis communications during emergency situations.

The purpose of the Social Media Policy is to create clear, shared expectations for the acceptable and secure use of JCC social media accounts in a manner that is reflective of the college's vision, mission, and values by ensuring the appropriate usage of the college's overall brand, image, and reputation.

This policy applies to and must be communicated to all SUNY JCC employees who manage SUNY JCC affiliated social media accounts. Additionally, students who have been provided access to help oversee accounts under the supervision of a SUNY JCC faculty or staff member.

2.0 Policy

2.1 All Official SUNY Social Media Accounts must adhere to state and federal laws and regulations, and JCC policies. Only public information may be posted on Official SUNY JCC Social Media Accounts. Official accounts must not contain sensitive personal information, or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), and National Collegiate Junior Athletic Association (NCJAA) Regulations, as applicable. Any sensitive personal information or other confidential information posted on an Official SUNY JCC Social Media Accounts must be removed by the administrator as soon as possible upon discovery.

2.2 Social Media Administrators. Employees looking to create a new social media account will submit a social media strategy outline, a list of administrators who will be responsible for maintaining the accounts, and login credentials to Marketing and Communications for review at sunyjcc.edu/marketing. Primary administrative rights for Official JCC Social Media Accounts will be assigned only to JCC employees.

Official accounts will have a minimum of two administrators to ensure that the account is consistently managed. Should one administrator be unavailable, the second assigned administrator will manage the account. At least one of the two administrators should be a permanent JCC employee. Administrators are also required to maintain their accounts passwords and provide updates or changes to the Marketing & Communications office.

2.3 Posting & Commenting Standards and Regulations. SUNY JCC is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, JCC will not tolerate any activity or posting on an Official Social Media Account that is fraudulent, harassing, obscene, abusive, profane, or offensive. Information published on the internet should not violate or infringe upon the rights of others. Users may not attempt to obscure the origin of any message. Users who wish to express personal opinions are encouraged to do so on their own personal social media accounts. JCC reserves the right to remove any such posting without notice. JCC also reserves the right to report social media activity to the applicable social media platform and/or appropriate authorities and or the Office of Campus Safety and Security.

2.4 Copyright. All Official JCC Social Media Accounts must respect intellectual property rights, federal Copyright law, and JCC policies.

2.5 Employee Use. When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a JCC representative, employees must comply with applicable JCC policies governing employee behavior and acceptable use of electronic and information resources.

2.6 Accessibility. All content on Official SUNY JCC Social Media Accounts must comply with SUNY EIT Accessibility Policy, Americans with Disability Act, and the Web Content Accessibility Guidelines (WCAG) to ensure that the information is accessible and usable by people with the widest range of capabilities possible. Accessibility requirements apply to the content on the social media tool, not the features of the tool. Therefore, if the Official SUNY JCC Social Media Account does not use an inaccessible feature, it is not in violation of accessibility requirements. It is the responsibility of the administrator to ensure social media content is fully accessible.

2.7 Branding. All SUNY JCC accounts must comply with any approved applicable JCC branding standards.

2.8 Official Affiliated SUNY JCC Social Media Accounts. Information posted on JCC-affiliated social media websites is information posted directly from college personnel. The college is not responsible for any information posted on social media accounts that are not officially affiliated with JCC. SUNY JCC is officially affiliated with the social media accounts listed on this webpage: https://www.sunyjcc.edu/faculty-staff/marketing/social/directory

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3.0 Procedures

3.1 Requests for Creating a New Social Media Account. Submit requests to the Communications and Social Media Manager through a Major Marketing Project request at sunyjcc.edu/marketing.

3.1.1 Social Media Administrators will submit a social media strategy outline. Once the account conforms to these guidelines below, the social media account will be added to the SUNY JCC social media directory.

The official SUNY JCC account for that platform will also follow your account and monitor that the site adequately represents JCC.

3.2 Branding for SUNY JCC Social Media. For any Official SUNY JCC Social Media account, the social media icon and/or profile image must comply with any applicable JCC branding standards. The social media icon and/or profile image can be a photograph related to the administrator's entity, an approved logo for that entity, or another appropriately branded image. This will be provided by the Communications and Social Media Manager.

3.2.1 Institution-approved social media accounts at the department and office levels are advised to follow consistent naming conventions. Display name must include SUNY JCC or Jamestown Community College and the department/office name. Social media handles must include SUNYJCC (no spaces) and the department/office name.

3.2.2 Additionally, the following disclaimer should be included in the description or bio for the account: *The views expressed here are those of the author and do not necessarily reflect those of JCC.*

3.3 Administrators. Ownership rights for official social media accounts should only be assigned to SUNY JCC employees only (not students). If you need to assign certain duties to a student intern, please seek approval and best practices from Marketing & Communications. Send any requests to the Communications and Social Media Manager.

All accounts must have at least two full-time employee administrators, to ensure that there is a fail-safe in case the primary administrator becomes unavailable in an emergency situation.

3.3.1 When an employee leaves, if the employee has social media administrator duties, they must notify the communications and social media manager. The communications and social media manager will then work with the department to determine the future of that social media account.

3.4 Account Setup. All accounts must use an affiliated JCC email account and not a personal account to ensure JCC can access accounts in the event a password is lost or ownership needs to be reassigned when an employee is no longer employed by JCC.

3.5 Reporting Inappropriate Social Media Behavior. Administrators of the account, when in need to request authorization to hide or delete any material in violation of this policy, or to block a user from an account, should contact the Communications and Social Media Manager and provide screenshots of the content in question.

3.6 Inactive Accounts. Should any account fall inactive (defined as no tweets for at least two weeks, or no Facebook posts for at least four weeks) the Communications and Social Media Manager will contact you requesting that you tend to your social media presence. If your account remains inactive, the Communications and Social Media Manager reserves the right to delete or unpublish your social media account. The Communications and Social Media Manager may also post to your account, as well as monitor and delete comments, should you fail to adequately perform these duties yourself.

3.7 Appropriate Account Usage. Administrators of an Official SUNY JCC Social Media Account should not engage in personal activity under the guise of any Official SUNY JCC Social Media Account.

3.7.1 Only public information may be posted on Official SUNY JCC Social Media Accounts. Official accounts should not be used for the communication of business transactions, including credit card or payment information, educational records protected by FERPA, medical records protected by HIPAA, or any other confidential information.

3.7.2 Administrators are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic.

3.8 Copyright. Social media content on an Official SUNY JCC Social Media Accounts may sometimes include photographs, audio, or video. Administrators are responsible for ensuring that social media content posted on the account is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or JCC policies.

3.9 Platform Policies. Administrators of SUNY JCC Social Media Accounts should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is the administrator's duty to stay up to date.

3.10 Photo/Video Release. If the administrator intends to publish a student photo on the social media account, in which the student can be recognized, then a signed photo/video release form from the student is needed. This form may be found on the JCC Marketing & Communications web pages.

3.11 Emergency Situations. Social media administrators are asked to more closely monitor their social media channels during times of emergencies, disasters, and other situations that warrant careful social media monitoring. The responsibilities of administrators during emergency situations are to amplify word for word the official message of the college from the main SUNY JCC social media accounts; detect rumors, spam, false, and/or malicious information; and report findings, comments, or messages to the Communications and Social Media Manager for help responding and documentation.

3.11.1 To report critical information found on social media during emergencies or disasters, contact the Marketing & Communications team at 716.338.1048 or e-mail marketing@mail.sunyjcc.edu. If the information requires immediate attention, contact Barry Swanson, Coordinator of Safety & Security, at 716.338.1015 or barryswanson@mail.sunyjcc.edu.

3.11.2 Social media users whose concerns or questions do not require immediate attention should be directed to http://www.sunyjcc.edu/emergency. This page contains emergency information, safety instructions, resources, and regular updates.

3.12 SUNY JCC Students. Students that are provided editor access to SUNY JCC Social Media Accounts must report to a JCC employee that is an administrator on the account. Students must respect copyright laws and the rights of others. It is an express violation to infringe on someone else's rights of publicity, privacy, copyright, trademark, or other intellectual-property right, meaning you may not reproduce, screen-shot, modify or redistribute content (text and images) that does not belong to you, and in no circumstance should you remove, alter or conceal any watermark or other copyright identifier incorporated in the content of others.

3.12.1 Utilize available graphics to reinforce the college's brand. Do not abuse logos. See the SUNY JCC brand pages for information on graphics standards.

3.12.2 Adhere to the student constitution (especially regarding academic honesty and student conduct) and any/all regular applicable student policies, standards of conduct, and applicable law. Please review.

3.12.3 Obey the terms of use for your social media platform. These rules are constantly changing, so it is your responsibility to stay up to date.

4.0 Definitions

4.1 Administrators. Users have been added at the highest level of authority on a social media account. Administrators are responsible for the maintenance of the account and adhering to this policy and procedure.

4.2 Social media platforms. A mobile or internet-based third-party application or website that facilitates social interaction and content-sharing among its community of users through building a virtual network. These platforms can include but are not limited to, Instagram, Facebook, Snapchat, Twitter, YouTube, LinkedIn, Tik Tok, Reddit, Pinterest, Tumblr, any blogging sites, etc.

5.0 References

FERPA
HIPAA
NJCAA Privacy Policy
JCC's Copyright Statement
JCC's Acceptable Use Policy
SUNY EIT Accessibility Policy
American's With Disabilities Act
WCAG
JCC Social Media Directory
Marketing & Communications
Photo/video release form
SUNY JCC Emergency Pages
JCC Student Constitution