



Social Media Guidelines & Procedures

INTRODUCTION

Social networks have been adopted by the College to communicate with others. They provide real-time ways to connect with those who share common interests. These guidelines and procedures have been created to provide a road map for the appropriate use of social media by the faculty, staff and students of Eastern Florida State College. They expressly prohibit conduct through social media that is considered illegal or against Eastern Florida State College policies or professional standards.

These Social Media Guidelines and Procedures apply to all employees and students of the College and individuals who use College computer resources. These guidelines apply to all forms of social media and communication technology used on behalf of the College.

These guidelines also apply to employees while using personal social media accounts outside of regular work hours, insofar as the use of social media may affect an individual's responsibility as a member of the Eastern Florida State College community. Violations may result in disciplinary or legal actions by the College.

EASTERN FLORIDA STATE COLLEGE OFFICIAL SOCIAL MEDIA PLATFORMS

EFSC has established an official College presence on multiple social media platforms including, but not limited to: Facebook, Twitter, Instagram, YouTube, Snapchat, Pinterest, LinkedIn, Google+ and Flickr. These official platforms are maintained and monitored by the EFSC Communications Department.

Social media platforms may also include various forms of information sharing and uses of technology to create web content, communication, advertising and conversation. They may include, but are not limited to: text messaging, mobile apps, RSS and other syndicated web feeds, photo sharing, video sharing, web/podcasting, blogs,* social networking and more.

The Eastern Florida State College Communications Department reserves the right to remove any postings to its social media platforms that may be considered offensive, libelous or that do not adhere to the policies of the College.

**NOTE: Blogs are generally not a part of the EFSC website, nor used as a primary social media of choice for the College, but they are an acceptable form of social media covered by these guidelines. EFSC is not responsible for any web content linked from an official or unofficial EFSC website or social media platform to a third party.*

USE OF SOCIAL MEDIA BY EFSC EMPLOYEES AND STUDENTS

Only EFSC employees who are authorized by their departments or serving as sponsors of student clubs and groups may use social media networking to conduct College or student activity business. An appropriate individual will be designated "primary administrator" for each account and assigned responsibility for its content. In addition to the primary administrator, each social media platform must have at least one back-up administrator with access to the account; when needed, this can be a member of the Communications Department.

While students are permitted to author content for EFSC social media platforms, they are not permitted to serve as account administrators.

PROCESS FOR CREATING AND REPORTING ACCOUNTS

Those wishing to create a social media presence on behalf of a College unit (department, division, student club or activity group, etc.) must first notify the Communications Department for assistance in creating the platform and to ensure that it complies with the College's content and graphic standards.

If you have an existing social media platform associated with EFSC, it must be reported so as to comply with these guidelines and procedures. Accounts are to be reported on the following page:

<http://www.easternflorida.edu/news-events/social-media-survey.cfm>

To establish a social media account, page or group associated with an EFSC club, organization or entity, the EFSC Communications Department requires the name and type of account, the URL of the account, and the name and email address of a primary and secondary account administrator.

Once an account is approved, a member of the Communications Department will schedule a brief social media training session for platform administrators and authors. During this session, participants will learn tips and best practices for utilizing the different capabilities of the relevant platform.

Account deletions or changes in page administration must be reported to the following members of the Communications Department:

Catherine Harwood
Web & Social Media Manager
321-433-5931
harwoodc@easternflorida.edu

Katie Monfet
Web & Social Media Assistant Manager
321-433-7418
monfetc@easternflorida.edu

REQUIRED DISCLAIMER

All EFSC department and student social networking platforms must include or link to the following disclaimer:

This [TYPE OF SOCIAL MEDIA] account and/or page is a resource of an organization affiliated with Eastern Florida State College. Content on this page may not necessarily reflect the opinions of the College or its leadership. In addition, any and all content posted by "fans" is the property and responsibility of the fans, not EFSC, and the College accepts no liability or responsibility for any fan-posted content or target site linked to from this page. While we appreciate and encourage the thoughtful exchange of ideas, conversations will be monitored and comments may be deleted if threatening, inappropriate, offensive or libelous language is used, or if comments on a post veer off-topic from the original post. Any commercial offers may be removed from the site.

For Facebook pages, the above disclaimer verbiage should be copied and posted in the "Story" section, accessible through the page's "About" area. In the case of social media platforms that do not include the ability to post a long disclaimer, such as Twitter and Instagram, the Communications Department will assist with the appropriate disclaimer process and link.

PERMISSIBLE USE OF GRAPHICS INCLUDING EFSC LOGOS AND OTHER BRANDING

Departments maintaining social networking platforms are only permitted to use the College logos that have previously been approved by the Communications Department, unless the department is required by an outside, affiliated or parent organization to post a specific logo. Contact the Communications Department for help with official College logos, or to gain approval of any personalization planned for the department/student social media logo.

Graphics, videos and other content not specifically generated by the College, including content retrieved from a search engine, are not to be used without express legal permission. Contact the Communications Department for assistance in obtaining appropriate forms of media.

GENERAL RULES FOR POSTING

All EFSC faculty, staff and students should consider their messages, audiences and goals. Keep information on social media platforms frequent and up-to-date. Pages that are not being used regularly must be deactivated and removed.

Link back to content on EFSC's website where possible: If you are unsure how to do this, please contact the Communications Department.

Protect our institutional voice and reputation: Posts on social media platforms should support the College in a professional tone and with good taste. While online, faculty, staff and students should always be mindful that they are representatives of the College.

Maintain confidentiality: Do not post confidential or proprietary information about EFSC, its students or its employees. Internet postings should respect copyright, privacy, fair use, financial disclosure and other applicable laws.

Be discreet, respectful and accurate: Verify facts before you post. Use proper spelling, punctuation and grammar. Poor grammar and spelling reflect negatively on you and the College. If you are unsure about the content of a post, see the "Style Guide" below, or contact a member of the Communications Department for assistance.

PERMISSIBLE SOCIAL MEDIA CONTENT

Employee administrators are responsible for all content on the social networking platforms they manage. Examples of content permitted on EFSC social media include:

- Links to media stories concerning the school (e.g. news releases, articles written by the local paper, videos produced by local TV broadcasters, etc.)
- Event announcements with links to or images of fliers and recaps of events
- Posts from instructors announcing they are available to tutor, information about student support services, career center information, etc.
- Information on graduation
- Interaction with "fans" such as polls about what kind of academic programs the College should offer
- Important updates or announcements
- Posting photos or videos of events, and marketing videos created by EFSC
- Interesting facts (e.g. "This semester, EFSC has students enrolled from ages 15 to 83; the oldest student to ever attend was 96.")
- Updates on athletic teams and student clubs and activities
- Announcements on discounts at the College's bookstores
- Announcements or links pertaining to the Alumni page
- Enrollment information with a link to student services

Account administrators are also responsible for deleting inappropriate postings by external social media users and third parties from their page. These include, but are not limited to:

- Derogatory language including any use of language that discriminates based on race, sex, sexual orientation, ethnicity or religion

- Threats made by any third party regarding the safety of an institution or individual
- Slander or libel against an individual
- Inappropriate or incriminating images depicting vandalism, sexual harassment, underage drinking, drug use, gang affiliation, obscene language or pornography
- Content that violates state or federal law, such as FERPA
- Partisan political activity
- Online gambling
- Selling of goods or services for personal financial profit

Inappropriate content should be reported to the Communications Department. This list is not all inclusive. Use sound judgment when posting. If you have a question about what is appropriate, contact the Communications Department for clarification.

STYLE GUIDE

SPELLING/GRAMMAR

- All College-related social media content must be thoroughly proofread for spelling, grammar, spacing and repetition issues before being posted
- Posts should be written in complete, grammatically correct sentences using standard American English spellings

PUNCTUATION

- The Oxford comma should not be used unless the sentence requires it for clarity
- Periods should be used in degree abbreviations (A.A.)
- Exclamation points should be used sparingly – typically one per post, and not in multiples (!!!!!)

FORMATTING

- Money should be formatted as follows: \$5 or \$5.65
- Phone numbers should be formatted as follows: 321-433-xxxx (no parentheses)
- Times should be formatted as follows: 1 PM, 2:30 AM, etc.
- When abbreviated, on-campus locations should be formatted as follows: Bldg. 1, Rm. 103
- Days of the week are written out, or abbreviated as follows: Mon., Tue., Wed., Thur., Fri., Sat. and Sun.
- “College” should be capitalized when it specifically refers to EFSC (e.g. “The College is proud to announce...” but not “I went to college.”)

MISCELLANEOUS

- Avoid posting in all caps; this is the online equivalent of yelling
- When referencing the College, use “Eastern Florida State College,” “EFSC” or “Eastern Florida,” but not “Eastern Florida State”
- Posts made to social media platforms must be anonymous; they should not include the author’s name
- Posts should never be “liked” through the same account that created them

If you have questions, please don’t hesitate to contact a member of the Communications Department for assistance:

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