Policy Series 3000
Board Policy 3031
Procedure 3031.3

Virtual Tools: Websites, Social Media

Websites

Sheridan College manages a strategic set of websites to support the mission of the College. At the direction of the President, the Marketing and Public Information Office (M&PIO) is responsible for managing these official websites representing SC. All sites are required to be a part of the overall marketing and recruitment plan, and therefore, the M&PIO must have the permission of the President before creating a new site.

On occasion, employees outside of the M&PIO may be granted access and responsibility for updating content on certain sites or portions of a site. All employees with full or limited permissions to a College website are responsible for taking all reasonable precautions to protect both the public and developmental website areas from vandalism, hacking, and accidental alteration. This includes keeping computer account information and/or passwords confidential and carefully monitoring access to personal computers in shared work areas.

Official sites include*:
www.sheridan.edu
www.scgenerals.com
www.sheridancvc.org

Note: The M&PIO team is working with appropriate departments to migrate all websites representing official College programs or departments under one of the official sites listed above.

The Sheridan College Foundation also maintains a web and social media presence on behalf of donors and alumni. Because of the close relationship between this supporting foundation and SC, these sites must also follow the same guidelines as the official sites managed by the M&PIO (using brand standards created in partnership with M&PIO).

www.sheridancollegefoundation.org

Social Media

The use of social media is increasingly common, and these communication tools have the potential to create a significant impact on organizational and professional reputations. The M&PIO actively manages sites on Facebook (FB), Instagram (IG), LinkedIn, and YouTube as part of the overall

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marketing and recruitment plans for the College. Additional platforms are used as tools in various digital ad campaigns.

Content curation for all of these sites is coordinated with other external communication, media relations, and advertising efforts. By utilizing a small number of official sites, the College maximizes online exposure, benefiting from a larger number of followers and greater content reach. This procedure has been developed to properly portray, promote, and protect the institution and to assist College employees in creating and managing social media accounts.

Other social media tools may be considered, but must have the permission of the M&PIO and follow strict access protocols in partnership with M&PIO. Any account used on behalf of SC must be accessible by members of the M&PIO team.

Primary Social Media Sites
These sites are managed by the M&PIO* and currently include:
- Sheridan College Facebook
- Sheridan College YouTube
- Sheridan College Instagram
- Sheridan College LinkedIn
- Sheridan College in Johnson County Facebook
- Sheridan College in Johnson County Instagram

Note: A number of secondary sites exist; please see Secondary Social Media Sites information below.

Employees are encouraged to suggest content ideas and photos they would like shared on primary social media sites to a member of the M&PIO team. However, the M&PIO has the right to decline to post any submission.

Secondary Social Media Sites
Several secondary sites, which have a more targeted audience, are managed in partnership with the M&PIO team. All such sites must have at least one M&PIO team member as an administrator to the site. This is to prevent sudden loss of access due to employee turnover and to provide redundancy.

Secondary sites currently include:
- Arts at Sheridan College (formerly Whitney Center for the Arts) (FB & IG)
- Sheridan College Rodeo (FB & IG)
- Ag at Sheridan College (FB & IG)
- Sheridan College Department of Music Facebook
- SC Campus Life (FB & IG)

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- Center for College and Career Readiness at NWCCD (FB)
- Sheridan College Career and Technical Education (FB & IG)
- Center for a Vital Community Facebook

When creating and managing a secondary social media presence, SC requires:
- Supervisor permission must be granted.
- A management plan must be created, including clear goals and objectives.
- Each social media account must have responsible administrators assigned, including at least one member of the M&PIO. Inappropriate, offensive, injurious, and illegal content will be promptly removed by M&PIO employees identified as account administrators or at the direction of a supervisor in the appropriate division or department.
- Best practices for social media accounts must be followed.

Unofficial Social Media Sites
Many sites exist which were created prior to the adoption of this procedure. Unfortunately, some of these sites were created long ago and the M&PIO does not have administrative access to them. If this is the case, and the M&PIO is aware of the site, work is ongoing to request the site be removed. Such a request is not always granted.

If an employee has already created, or has administrative access to, a secondary social media presence prior to the adoption of this procedure, they should notify the M&PIO and add at least one M&PIO team member as an administrator.

Private Groups
The use of private groups on Facebook could be deemed an appropriate solution, rather than creating a new page.

Employees should consult a member of the M&PIO prior to starting any new social media effort.

Best Practices for Social Media

In working online as part of their employment responsibilities, SC employees are expected to adhere to the same standards of conduct online as they would in in-person interactions in the workplace. Laws and policies respecting workplace conduct, conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other constituents apply online and in the social media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites as part of their employment responsibilities.

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Good judgment is expected regarding content and privacy laws, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Confidential information about the college, its staff, or its students in materials posted on social media sites is not allowed. Examples include information about a student's grades or performance, admission status, GPA, Social Security number, and any/all other information that would be covered by FERPA; personally identifiable health information such as medical conditions, injuries or healthcare sought or received; and other private personal information that the person has not consented to have published. The College will not ask for, nor should an individual send, credit card or payment information, classified information, privileged information, private information, or information subject to non-disclosure agreements via any social network Internet communication service.

Post only content that is not threatening, obscene, a violation of copyright or other intellectual property rights or privacy laws, or otherwise injurious or illegal.

Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. Use of SC's name, logos or taglines must adhere to graphic standards and may not be used to endorse any opinion, product, private business, cause, or political candidate.

By posting content to any social media site, the poster represents that the poster owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use.

If you also maintain your own personal social media accounts, you should avoid creating confusion over whether or not the account is associated with SC. Individuals do not speak on behalf of SC. If you identify yourself as a college faculty or staff member online, it should be clear that the views expressed on your site are not those of the College and you are not acting in your capacity as a SC employee.

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