

College of Lake County Social Media Guidelines

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INTRODUCTION

The College of Lake County's goal in using social media is to engage and enhance communication and foster an online community for various college constituents, reflecting the brand, mission, vision and values of the college, as well as college news, information and events. In addition to community engagement, the primary college social media sites managed by the College's Public Relations and Marketing Department (PRM) provide an important and timely means of reaching students, employees and the community in the event of an emergency or other situation which necessitates action or response by the college. Examples of such may include: severe weather, building/campus closures, medical or other emergencies. To ensure accurate and consistent communication regarding crisis or emergent situations, the PRM is responsible for such communication via the primary college social media sites. All media inquiries on social media or by any other means of communication related to a crisis or emergency situation should be referred to PRM for response.

Although some social media platforms may be outside the direct control of the institution, the college has a principal interest and expectation in deciding what is spoken on its behalf on social media sites. These social media guidelines serve as standards for students and employees and are to be used in connection with social media accounts associated with specific departments, programs, offices and clubs. These guidelines are in addition to and serve to compliment any policies addressing social media and the acceptable use of technology, College property and the computer network system (e.g., Policy 909 Responsible Use of Technology). Failure to comply with the College's social media guidelines and any relevant procedures may result in sites being banned, permanently removed or may be a potential violation of employee or student conduct expectations.

Questions regarding these guidelines should be directed to the PRM at pr@clcillinois.edu or (847) 543-2094. To connect with College services and programs visit www.clcillinois.edu.

DEFINITION

For the purpose of these guidelines, social media is defined as any form of online publication that allows interactive communication, including but not limited to: social networking sites, blogs and websites. Examples include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn and YouTube.

Primary or official accounts are defined as social media accounts that represent the college as a whole, including: www.facebook.com/collegeoflakecounty www.instagram.com/collegeoflakecounty www.youtube.com/clcpublicrelations www.twitter.com/clcillinois

Affiliated accounts define accounts that are associated with the college but are not representative of the entire college and not managed by PRM, such as a department social media account.

GUIDELINES

I. GENERAL – COLLEGE OF LAKE COUNTY SITES

College of Lake County’s presence on social media is managed and monitored by the [PRM Department](#). PRM directly manages and monitors the College’s primary accounts.

The PRM Department is charged with ensuring that all College social media sites are branded correctly, in both graphics and written voice according to the College’s [brand components and guidelines, and editorial style guide](#). All employees and/or students responsible for primary or affiliated College sites will adhere to the following:

A. All sites created on behalf of or affiliated with the College will have a College employee or faculty member as the page administrator. The employee should not be a student worker. Adjunct faculty members should connect with their dean to determine their participation in the creation or administration of an account.

B. Specific guidelines and expectations regarding frequency of posts, copyright information, FERPA guidelines, confidential information, records retention and engagement practices will be shared with anyone creating a new site on behalf of or affiliated with the College.

C. Affiliated sites do not represent the College as a whole but do reflect on the college. Good and professional judgment should be used in posting content to affiliated sites. Student clubs and organizations are not official sponsored sites of the college. The clubs and organizations shall not use the college name or logo in their title. Clubs and organizations may list their club as “_____ club at College of Lake County” only. For further information please reference the [social media policy](#).

D. Only the College’s primary social media accounts should be used to communicate information about an emergency or other situation which necessitates action or response by the College. Related inquiries that are directed to an affiliated site should be re-directed to the College’s PRM Department. This will help to ensure that the College is communicating timely, accurate, relevant and consistent information to employees, students and the community.

E. Primary or affiliated social media sites of the College are subject to applicable public record retention and disclosure laws. No content should be deleted or permanently removed from a social media site, unless expressly authorized by college administration responsible for records maintenance. This includes communications posted by college employees and students, as well as communications posted by members of the general public.

F. All official college-affiliated social media sites will include or link to a disclaimer:

“Welcome to the _____page — a place for students, staff and community to engage with the College and learn more about the college, activities and events, share information, and build community.”

Page Guidelines

1. This page welcomes visitor comments. Please know that in general, the College may respond to questions or comments Monday through Friday from [8 a.m. to 5 p.m.] Please note in the summer, the College may only be open Monday through Thursday.

2. The views and opinions expressed on this site are those of the authors and do not necessarily reflect the official policy or position of the College of Lake County. Content posted on this site does not imply acceptance or endorsement by the college of the views expressed.
3. Be kind and courteous. It is our responsibility, together, to create a welcoming environment. Please treat everyone with respect.
4. The College recognizes the principles of free speech and expression. However, not all speech/expression is protected by the First Amendment, including but not limited to speech/expression that is obscene, defamatory, “fighting words”, a true threat, a false statement or that would provoke an imminent lawless act. In addition, the College will not tolerate speech/expression that violates its policies or that caused or would cause a substantial and material disruption to the work and discipline of the College. The College reserves the right to hide or remove the aforementioned content without notice.
5. Avoid self-promotion, spam, or trolling.
6. Respect everyone's privacy and confidentiality. Please do not share private conversations or private information about another student or member of the College of Lake County community without their consent. This includes documents and communications (emails, texts, videos) that were not intended to be made public.
7. Do not post misinformation or potentially defamatory/libelous statements.
8. Do not post links leading to pages with information that violates the College’s guidelines

If you have questions about interactions in this page, please send a direct message.

Follow College of Lake County's [Social Media Guidelines](#) and if a student of the college, the [Student Rights/Responsibilities](#). These will be strictly enforced. Students who post anything not in compliance with these group rules will receive one warning. Any infraction after this may lead to full removal from the page and discipline according to college conduct policies.”

II. CREATING A SOCIAL MEDIA SITE

Creating and maintaining a successful social media site is a significant commitment. While a new site affiliated with the College may be the right solution for one employee’s or student organization’s distribution of messages, distribution on an existing or primary college site may be the best for another. The PRM Department will meet with the employee to determine the best solution to assist him/her in reaching the objective.

Employees/College Departments

Once an objective is determined for the use of social media, employees should meet with the PRM Department. At that time, PRM will work with the employee to find the best solution to reach their goals and objectives, as well as review expectations and tips for ongoing success.

Advisors to Student Organizations

Faculty and staff who advise or work with student organizations that seek to create a new social media site must first meet with a student representative of the group and PRM. If a student will be maintaining the site, the advisor is responsible for ensuring the student follows the expectations set forth in these guidelines. The advisor is also responsible for monitoring the content of the social media site, for removing

sites that are no longer relevant or outdated and for working with the student to create a transition plan from year to year.

III. GENERAL EXPECTATIONS FOR SITE ADMINISTRATORS

The PRM Department will work with site administrators to make sure all College sites follow the branding standards, include required disclaimers and have both a college employee and a PRM staff member set as site administrators.

Settings

All college sites should be set to the strongest setting available for profanity filters. Site administrators should continuously monitor engagement because even the strictest settings may not protect the site from offensive content.

Content

Creation of site content is the responsibility of the site administrator. Care must be taken that content and information released to the public over social media is accurate and adheres to applicable laws (including, but not limited to copyright, trademark and defamation laws) FERPA, HIPPA or other College of Lake County policies, rules or regulations.

It is important to remember and respect the privacy of others when using social media in the context of the educational setting. When posting photographs, music, videos, quotes or recorded statements of individuals on College social media sites, prior approval from that individual should be obtained before posting, unless the image is of people in public areas of the College performing public activities.

Monitoring Engagement

Day-to-day oversight of individual College-affiliated sites is the responsibility of the site administrator. The PRM Department periodically monitors sites and will assist employees with responses to questionable content and provide suggestions for improvement.

IV. RESPONDING TO QUESTIONABLE CONTENT

The College may use social media to present content that informs and invites discussion and engagement. A goal of all interactions is to create a positive impression of the College.

As the site administrator, if you see concerning content, contact the PRM Department to discuss and develop a plan for response or action.

Questionable content may include but is not limited to posts that contain errors, are obscene, defamatory or offensive, invasive of privacy, contain threats or incites violence or abuse, spam or advertising, or contain messages that are unrelated to the intent of the College's primary or affiliated sites. Any post considered to be an immediate threat should be reported to the college's Police Department by dialing 9-1-1.

Posts of students, employees, alumni or businesses that promote personal services, products or organizations that are unrelated to the College may be removed.

V. SHARING COLLEGE OF LAKE COUNTY NEWS ON PERSONAL SOCIAL MEDIA SITES

Sharing College news through social media is an excellent way to engage our College community, enhance our College brand and reach a broader audience. It is best to use the site's option for sharing when you see a College post that you would like to include on your personal site.

What to Share

Information/news that has been officially posted on the College's website as a news story or posted on the official College social media sites can always be "shared" on personal social media sites.

Generally, employees/students should not share internal communication sent to individual employees or students.

The best way to share College news on your personal site is to use the platform's option for sharing the College's original social media post.

Limit responses to questions or engagement by referring the person to an office via phone, email or website URL. For example:

- Register for Classes – Direct questions to Welcome and One Stop Center
- Athletics – Direct questions to Athletics and Physical Activities Department
- Job Postings – Direct questions to Human Resources

VI. EMPLOYEE GUIDANCE FOR PERSONAL PARTICIPATION IN SOCIAL NETWORKING

Employees should remember that their social media activity may be viewed by colleagues, students, alumni and community members. It is the choice of the college employee to link their personal social site to any official college site or to self-identify as a college employee. If an employee chooses to link personal sites to official college social media or to self-identify in social media as a college employee, they need to be clear that they are sharing personal views as a private citizen, not as an official representative of the college. For example, "The postings on this site are my own. I am not speaking on behalf of the College of Lake County in any manner."

If linking personal sites with official college social media, employees should be respectful and cognizant of how their online behavior reflects on the institution. Employees are advised against perpetuating negative media through college social media sites and should never make negative comments about our students. The college generally discourages employees from "friending" or following current student's personal social media. Employees should not use their college email account or password in conjunction with a personal social networking or other similar social media sites.

Public Records Law and Records Retention

CLC social media sites are subject to applicable public records laws, including the Local Records Act and the Freedom of Information Act. Any content maintained in a social media format related to CLC business, including communication posted by CLC or a CLC organization, and communication received from citizens, is a public record. The department maintaining the site is responsible for maintaining social media records and providing same to the College's Freedom of Information Officer in the event a request is made for such records. Any request for records should be directed to the [Office of the President](#) for processing. Employees and students maintaining a primary or affiliated social media site for the College shall cooperate with requests for records received by the College in order for the College to fulfill its obligations under applicable law.

Departments maintaining social media accounts or websites shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

1. Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
2. Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
3. Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed. Records are indexed based on specific criteria such as date, content type and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).

[Destruction of social media records must only be in accordance with the Local Records Act and the College's protocols.](#)