

Holyoke Community College Web & Social Media Guidelines

Adopted May 3, 2010

Revised April 26, 2019

Introduction

These guidelines were drafted in an effort to address the use of websites, blogs, Google sites, Facebook, Twitter, Instagram (and social networking sites and tools not mentioned here) by Holyoke Community College (HCC) and its employees.

The Marketing & Communications department has a qualified, knowledgeable team whose job it is to maintain, manage, and protect HCC's online and social media presence. Per national college communications standards, you may not represent the college online (including creating a blog or website) without working with Marketing & Communications. We have extensive access to assets and tools such as the HCC photo archive, intensive design programs, stock photos, and more that we are excited to utilize to support your web or social media project. The department reserves the right to reject any proposal.

How can you contribute to HCC's presence online? There are many opportunities to collaborate and create with Marketing & Communications. Please don't hesitate to contact us at 413.552.2183 or communications@hcc.edu.

General Requirements

Holyoke Community College reserves all rights to social media accounts, websites, blogs and applications bearing the college name and/or marks, and their content. This includes photo, audio, and video sharing sites; blogging and micro-blogging platforms; and wikis and social networking applications/sites including but not limited to: Facebook, Google+, Twitter, YouTube, Vimeo, Flickr, Picasa, LinkedIn, FourSquare, Pinterest, Wordpress, Tumblr and Instagram. Accounts, sites, pages, and applications may only be created – and may only be removed – in cooperation with the college's Marketing & Communications department. Accounts are to be managed by authorized staff who have been trained by a member of the Marketing & Communications department. Under special circumstances, with permission of the college's director of marketing and communications, a student may be authorized to admin a page or post on behalf of the college for a specified term.

College staff who manage or participate in blogs or social media accounts on behalf of HCC (including officially-sanctioned student clubs and organizations) must be familiar with and adhere to applicable laws and college policies, including but not limited to those outlined in HCC's "Acceptable Use of Information Systems" and "Use of Copyrighted Material" college policies pursuant to The Family Educational Rights and Privacy Act (FERPA); social media sites' terms of use and codes of conduct; the Commonwealth's public employee conflict of interest laws; and the requirements and guidelines outlined in this document.

In summary, these documents address responsibilities and obligations associated with access to computer systems and networks owned or operated by HCC; HCC and social media sites' communications standards; applicable local, state, and federal laws; ethics; privacy; and intellectual property rights.

Guide to Creating & Posting Content

Please bear in mind that copyright claims could be asserted against the college if a department posted any content (such as text, image, or video) in which a third party claims a copyright. Further, posting of inappropriate content could subject the college to embarrassment or legal action.

Before you post

Content should not be posted unless it is related to official college business and is consistent with the college's mission. Share only information appropriate for the public. Remember that content posted may be redistributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Always review content carefully before you post.

Content that promotes or depicts illegal activity, is threatening or harassing, includes obscenities, or defames a person is prohibited. Further, social media shall not be used for political or commercial purposes.

Do not include any personally identifiable information that can be used to locate someone offline. This includes anyone's personal photo, hobbies, identification numbers such as social security numbers or student IDs, addresses, or phone numbers (other than authorized business addresses or phone numbers).

Do not upload, post, transmit, share, store or otherwise make publicly available any private information of any third party, including addresses, phone numbers, email addresses, Social Security numbers and/or credit card numbers. Student record information shall not be transmitted via Facebook or other social media.

The Family Educational Rights and Privacy Act (FERPA) protects the privacy of student education records. The college must have written permission from a student in order to release any information from his or her education record, other than directory information as defined by HCC. In order to comply with FERPA, the college's email system must be used when communicating about an issue involving a specific student. For questions regarding FERPA, contact the registrar at 413.552.2550 or cholbrook@hcc.edu.

To avoid discrepancies and minimize the need for updating, social media shall not be used to post policy or detailed information; for example, program admission criteria. Rather, users should be directed to the official college sources (electronic and print publications) for such information.

Use of college logo, marks, and images

Use of college marks, such as logos and graphics, must comply with the college's graphic identity, image use, and style guidelines available from the Marketing & Communications department. Questions regarding the use of college marks should be directed to the marketing and communications office at 413.552.2183 or communications@hcc.edu.

Use of copyrighted or proprietary materials

All faculty, staff and students must adhere to the college's "Use of Copyrighted Materials" policy and respect the intellectual property of others and use works owned or created by others only to the extent such use is permitted by law. The college must secure written permission prior to using/incorporating any copyrighted or proprietary materials. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the doctrine of "fair use." This includes music, art, literary works, copyrighted photographs or texts, snippets of copyrighted video, audiovisual works and sound recordings, or information considered to be a trade secret by a college contractor. **This also includes any image taken from the results of a Google Image search.** Questions regarding fair use and HCC's "Use of Copyrighted Materials" policy can be directed to the Vice President of Administration and Finance at 413.552.2800; email: bfogarty@hcc.edu.

Questions about the appropriateness of a post should be addressed to director of marketing and communications 413.552.2183 or communications@hcc.edu.

Use of people's images

The marketing and communications department makes it a practice to obtain permission in the form of a model release from individuals whose readily identifiable images will be used to

promote the college on the web and in publications. We encourage this practice among other college departments. Forms may be downloaded at <http://www.hcc.edu/about/offices-and-administration/college-offices/marketing-and-communications>.

Because there is no expectation of privacy, the Marketing & Communications department does not obtain model releases from those participating in and/or attending public and HCC events and activities, including but not limited to Commencement, alumni events, open houses and information sessions, student activity period events, as well as other gatherings. Use of identifiable images of minors is prohibited without written permission from parent or guardian.

Sharing content

A “share link” is a button and/or a text link appearing on a webpage that, upon being clicked by a user, enables the launch of a sharing mechanism through which users can share with others or post to their own member profile, links and content from that page. Use of such links is permissible and users should consult with the director of marketing and communications for details.

Social media: “comments” guidelines

Holyoke Community College encourages interaction from social media users, but is not responsible for comments or posts made by visitors. Comments posted also do not in any way reflect the opinions or policies of the college.

HCC asks that people making comments on HCC pages show respect for other users by ensuring the discussion remains civil, especially since sites such as Facebook allow individuals as young as age 13 to join. Comments and content are also subject to the site’s Terms of Use and Code of Conduct.

HCC reserves the right but assumes no obligation to remove comments that are not related to official college business, are inconsistent with the college’s mission, are racist, sexist, abusive, profane, violent, obscene, spam, advocate illegal activity, contain falsehoods, are off-topic, or libel, incite, threaten or make personal attacks on HCC students, employees, guests or other individuals.

The college reserves the right to block and ban users as appropriate.

Messages selling products or promoting commercial or other ventures are not permitted.

Administrators who delete a post or a comment might want to consider whether to send a message to the author explaining why the post was removed. You might also consider whether

it is appropriate to post a remark stating in general terms what the post was and why you took it off. If you are criticized for infringing on users' right of free speech, acknowledge those posts, open up the comment thread, and encourage comments. Generally, people understand and support page managers who practice fairness, transparency, and full disclosure.

Facebook encourages all users to "report" links and/or comments when they find abusive content.

Social media: negative comments

Negative comments can be challenging to deal with, particularly those that land beyond the border of respectful communication, but far short of an offense grievous enough to warrant removal (see "Comments" section above). It takes restraint to deal with negative comments. In some cases, you can resolve a problem with a careful response. Always try to:

- Provide a polite and friendly answer to the question/criticism.
- Direct the commenter to a source of information/assistance or offer to assist if you can.
- Remember that a negative comment is an opportunity to showcase HCC.

Sometimes, no response may be the best response of all. If your attempts to resolve or assist are rebuffed and it is clear that nothing productive can come of further interaction, let subsequent posts go without comment. Often, friends or fans will counterbalance the negative feedback with their responses. Other content managers and HCC's director of Marketing & Communications can provide support and feedback if you are struggling with negative comments.

Reporting problems

Facebook accepts complaints regarding abuse and other issues, for example harassing messages. This can be done via "Report" links below a piece of content, or located via Facebook's "help" page. Twitter users should report abuse of Twitter Rules and/or Terms of Service to terms@twitter.com. Problems or concerns regarding the use of a college Facebook page, Twitter account, or blog should be reported immediately to the director of Marketing & Communications.

Personal/unofficial blogs & posts

If an HCC employee writes anything related to the business of HCC on personal pages, posts, or comments, s/he must clearly identify her/his official title and affiliation with the college. Employees will specify, in a manner that makes it clear to the average reader, whether

posts/comments are their own opinions or official HCC statements. The manner of disclosure shall state that the employee is stating an official position of the college.

Writing that does not mention HCC-related topics does not need to mention the employment relationship.

If employees blog anonymously, they should not discuss matters related to the business of HCC. If HCC-related topics are mentioned, they should disclose their affiliation to the college.

Creating and managing a social media account on behalf of the college

Those who wish to create a Facebook page or other social media account must first contact Hannah Wareham, HCC's web and social media manager (hwareham@hcc.edu; 413.552.2537) to assess the need for the proposed account, review the requirements outlined in this document, and outline the responsibilities of the manager(s).

Facebook page registration

Pages created by a department on behalf of the college must be created as "Facebook pages" rather than groups or personal profiles. A Facebook page is a profile used by an entity (i.e. a non-individual) for business purposes; authorized representatives of the college are the only people allowed to create pages.

Facebook page creators and administrator(s)

Facebook page creators have permanent, non-revocable, non-transferable, super-administrator rights over the pages they create. Should they leave HCC, they retain the right to remove any and all other administrators, edit content, even delete the page. To reduce the number of potential problems down the road, a member of the college's Marketing & Communications staff should create the page and remain an admin. This is solely for the purpose of maintaining HCC ownership of the page. The administrators designated by the department or program will be responsible for content and maintenance of the page as described in this document.

Student administrators

With limited exceptions, students may not be named as page administrators. To discuss student page administration, please contact marketing and communications. No student may administer a page without the prior approval of the web and social media manager, dean of student affairs,

or the coordinator of student clubs and activities. Page administration rights for students are to be granted on a per semester basis only.

Account security

The department's authorized page administrator(s) must maintain the security of his or her Facebook password and is fully responsible for all use of and any actions that take place using his or her account, including those that result from the negligent failure to protect his/her user ID against unauthorized use. Any changes in the designated page administrator(s) must be promptly communicated to the director of marketing and strategic communications. Departments may not register for more than one user account, or register for a user account on behalf of another individual, group, or entity.

Graphics

The college's Marketing & Communications team will create a web graphic for the "profile picture" of HCC-related Facebook pages (this graphic may be used only on Facebook). Page administrators are welcome to manage selection of the page's cover photo. (Please see "Use of copyrighted or proprietary materials" on page 3.) Photos suitable for web posting are available through the director of marketing and communications. Please avoid stretching images or graphics – the Marketing & Communications department is happy to provide appropriately sized images.

Collecting user information

Facebook may not be used to collect personal information of users. Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

Facebook page monitoring

Facebook pages must be monitored and updated on an ongoing, consistent basis by the departments or units that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. Minimally, pages should be reviewed on a daily basis, and ideally they should be checked morning and afternoon. To be effective, pages must be dynamic and updated more frequently than a web page. A stale page can cause more damage to the image of a group or organization than having no page at all.

Student-run club Facebook pages

Consider creating a Facebook “group” instead of a “page.” Groups allow all members to see posts and add content. A group can allow members greater privacy, and still uses the administrator function to to add or remove group members.

Student clubs are required to have their faculty advisor as an administrator on their Facebook group/page. If club leaders change or graduate, the club advisor can still grant access to new club officers and members.

Student club Facebook pages and groups are considered “unofficial” and should not use the Holyoke Community College logo. Student club Facebook pages and groups are required to post the following statement in their profile:

The views expressed on this [Facebook page/Facebook group] are those of the [Club Name] and are not endorsed by Holyoke Community College, nor do they constitute any official communication from Holyoke Community College.

Tips for successful social media interactions

Be responsive

- Social media demands a degree of responsiveness that many are unaccustomed to providing.
- While you aren’t required to be available 24/7, you are expected to check in and respond **to all messages** and to comments as necessary on a daily basis, Monday-Friday.

Be transparent

- Whenever possible, always identify yourself, your relationship with HCC, and any other relevant affiliations from the very first encounter.
- Provide a means of communication (e-mail, etc).
- Never use a false or obscured identity or pseudonym.

Be honest

- When it comes to honesty and accuracy, be the first to respond to your own mistakes. If you make an error, acknowledge and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

- Be honest.
- Proactively ask bloggers to be transparent about their relationship with you and/or HCC.
- Never ask bloggers to fabricate an endorsement or write anything they do not believe.

Respect others

- Respect differing viewpoints and personalities.
- Keep in mind that the absence of body language and/or intonation makes it difficult to interpret meaning. If emotion is included in a post, clearly label it. Separate opinion from non-opinion and clearly label it. Always clarify.

Respect the work of others

- Respect copyright and fair use.
- Always get permission to use content created or supplied by others.
- Always give credit when using content created or supplied by others.