



WIREFRASS

GEORGIA TECHNICAL COLLEGE®

PROCEDURE: 3.3.4.p.L.4

WGTC Social Media Procedure

Revised: February 24, 2020

Last Reviewed: February 23, 2016; May 19, 2015; October 12, 2012; March 17, 2011;
January 17, 2011

Adopted: January 27, 2011

Purpose

Hundreds of current and future students, faculty, staff, alumni, and donors are utilizing social networking mediums such as Facebook, Twitter, YouTube, and many others to stay connected. Wiregrass Georgia Technical College believes that having a presence in these areas will allow the College to broadcast information and interact with the public. In order to operate within these mediums effectively, WGTC has developed a social media policy to ensure that any and all interactions on behalf of WGTC represent the College's best interests.

These guidelines are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct; the policy may be adjusted as social media continues to evolve. For the most current policy, please visit <https://www.wiregrass.edu/pr-marketing>.

The Wiregrass Georgia Technical College Social Media Policy only applies to social media accounts created to represent WGTC, its departments, programs, campuses, etc. and does not apply to private individual accounts of WGTC faculty, staff, or students.

Officially Recognized Social Media Accounts

Members of the Public Relations Office will review all social media inquiries. This office should also be used as a resource for the college community for any social media needs. The PR Office will make the final decision in any situation regarding the use of social media. The PR Office will ensure the pages are set up properly according to the social media policy.

Facebook Use

When a WGTC organization, department, program, or campus Facebook page is created, it will be listed on the official WGTC Facebook page under "favorite pages." Doing this creates a link from the WGTC page to additional College sponsored pages.

Account Administrators

Under the direction of the Director of Marketing and Public Relations will set up all Facebook accounts and serve as administrator. The Director of Marketing and Public Relations will also deem other appropriate persons as administrators of any WGTC Facebook page. WGTC employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. All Administrators are responsible to remove content that may violate the College's Conduct Policies.

Content

Account administrators are expected to use good judgment about content and respect privacy laws. Do not include confidential information about the College, its staff, or its students.

You may post any content that is not threatening, obscene, a violation of 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. You may not use the WGTC name to promote any opinion, product, cause, or political candidate.

By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

WGTC PR Office has the right to remove any content for any reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

We do not suggest that negative comments from students or the public be deleted from the Facebook page, unless the comments are obscene in nature. We encourage you to respond respectfully to negative comments in order to understand the complaint and answer the complaint in a positive fashion.

When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.

Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.

Questions about this policy should be directed to Angela Hobby, Vice President of Enrollment Management, or Lydia Hubert, Director of Marketing and Public Relations.

YouTube and Twitter

The same policies for Facebook use also apply to Twitter and YouTube. WGTC will not maintain any official or college recognized page on MySpace.

Responsibility

The Director of Marketing and Public Relations has the overall responsibility of ensuring this procedure is implemented.

References

TCSG Policy 3.3.4p. TCSG Procedure Acceptable Computer and Internet Use